

BID CITY NEWS

NEWSLETTER SPRING 2018

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Celebrating Wolverhampton's Independent Businesses

The closing
date for entries
is midnight on
Sunday,
April 29



Calling all Independent businesses in Wolverhampton – entries are now being accepted for the Wolverhampton Independent Retail Excellence (WIRE) Awards 2018.

The awards celebrate Wolverhampton's entrepreneurial spirit, the dedication and hard work of those involved in running and managing a successful independent business, and recognise the loyalty and dedication of the staff that work in this sector.

The awards, are being led by Wolverhampton Business Improvement District (BID) in partnership with the City of Wolverhampton Council. Ten honours are up for grabs this year, with entries now being accepted in nine categories:

- Headline Award - Independent of the Year
- Excellence in Customer Service
- Best Dressed Retail Store
- Best Presented Premises
- Excellence in Team Development
- Hospitality and Leisure Business of the Year
- Community Contributor of the Year
- Employee of the Year
- Independent Employer of the Year

Finalists of the awards above go through to a public vote for the prestigious 'The People's Favourite Independent Retailer' crown. 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 will be looking to continue 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, we want you to tell us about your business."

"Wolverhampton is becoming 'the place to invest'. Let's make it the only place by shouting about the great diversity and quality of retailers we have. Please enter the WIRE awards and let us recognise, promote and showcase your story."

Recognised by Revo - formally known as British Retail Council – as an example of best practice, the WIRE Awards 2017 created 12 winning businesses including Rudell the Jewellers, who scooped two awards including the headline 'Retailer of the Year' honour and 'Excellence in Staff Development', and Yasmine Abdelaal from Nutmeg on Farmers Fold won 'Retail Personality of the Year'.

The 2017 finalists from over 140 entries represented a wide range of businesses including a market trader, seven food and beverage outlets, two hotels, four gifts/crafts/toys retailers, two jewellers, two fashion outlets, five hair and beauty salons, two florists/garden suppliers and one furniture business. Find out more and **enter now** at www.wireawards.co.uk.

Winners will be announced at an awards ceremony on Tuesday, July 17.



A Safe,
Clean City



Marketing
& Events



Business
Support



Accessibility
& Parking

Woolpack Street Improvements

Wolverhampton BID are pleased to confirm that planning permission has now been granted for a gate that will provide a secure screen behind which unsightly waste bins can be located on Woolpack Street. New owners of the Mander Centre have enabled the land to be used to house the bins and working together with Steelway, a local steel fabricator, we have agreed a design that allows for the bins to be stored off the street and out of sight. The gates will be funded collectively by Wolverhampton BID, Mander Centre and City of Wolverhampton Council and will be installed in late spring. This is a much-needed improvement for businesses along Woolpack street and for the entrance to the Mander Centre. You can see our short term bin wrap solutions below:



Late Night Safe Haven - Always a Safe Night Out

Now running throughout the year the 'Late Night Safe Haven' is recognised at the 'City's Evening Safe space' which offers a safe and friendly place to visit on a night out in Wolverhampton. With 32 of the 40 nights the service runs funded directly by the BID in April 2017 we contracted with Derbyshire Light Medical (DLM) to provide first treatment for minor ailments and injuries on site in the City centre to reduce pressure on the local Hospitals and NHS provision.

In August the first aid team took a more proactive approach to assist the smooth running of the evening economy and whilst maintaining first aid provision at the Safe Haven located on the corner of Queen Square / Victoria Street 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' where they have been able to identify and manage medical and welfare issues before they escalate. They have been able to direct people to the Safe Haven for toilets and taxis. From April 2017, 43 people have been treated with minor injuries by the Safe Haven first aid team saving them from requiring further treatment at Accident and Emergency. In 11 instances the team have taken the person requiring treatment directly to A&E, advised A&E on their circumstances resulting in swifter treatment and a reducing the impact of the evening economy on our Local NHS provision.



Alternative Giving - Business Backing BIG Change

An amazing £8300 has been collected so far by our public donations boxes across the City centre, 100% of the money collected through the 'Small Change for a BIG Change' campaign goes to P3 Navigator, St Georges Hub and Wolverhampton Street Pastors to provide much needed services to help the Wolverhampton homeless find long term support.

We are now working to extend the campaign further by setting up a charity arm - 'Business Backing BIG Change'. The aim of Business Backing BIG Change is to capture Wolverhampton business community's generosity by attracting contributions from businesses, big and small and embracing the Corporate Social Responsibility of major organisations operating in the City.

The widening of this campaign through the business arm of the charity 'Business Backing BIG Change' offers a real opportunity to strengthen our City-wide support to tackle rough sleeping and street homelessness. We will be inviting key City stakeholders to form a representative Board of Trustees to govern the charity, direct the donations and volunteer commitments to the appropriate agencies and support the initiative.



Wolverhampton Metro Extension - Pipers Row

Work is now underway on the Wolverhampton City Centre tram extension which is being planned, designed and built by the Midland Metro Alliance on behalf of the West Midlands Combined Authority. The new track will branch off from the existing route, just before the current terminus at Wolverhampton St. George's, to the Railway Station via Pipers Row.

Enabling works will start in Pipers Row in March and for the works the road will be closed to all traffic. The main construction on the tram route will commence after the Easter Bank holiday weekend and is due to complete in late summer.

The Tram service to the City is not affected, however vehicle traffic from Pipers Row is

being redirected through Market Street and Princess Square - for detailed plans of the diversions visit metroalliance.co.uk or via the link on our news pages at enjoywolverhampton.com. Bus services changes are being implemented during the works and information is available at all bus stops affected. Our City Ambassadors have been fully briefed on all of the changes and will be on hand help visitors to find the best routes around the City.

Wolverhampton BID team will also be working with the Midland Metro Alliance to make sure businesses are kept up to date and making sure the message is clear to all that the City centre is open for business.



Easter Egg Hunt

Starting on the 29th March and running/hopping until 29th April we hope as many families as possible visit our City centre to take part in this year's Easter Egg Hunt. With the biggest response from businesses to date we have 28 eggs ready to be found in 28 City centre businesses.



Participants have the chance to win some fabulous prizes if they find 12 of the eggs including a family ticket for 4 to watch Peter Rabbit at the Light House and a family ticket for 4 to a show at The Grand Theatre. City Ambassadors will be delivering Egg Hunt Trail leaflets to City centre businesses for you to use to encourage your customers to join in the free family fun this Easter and the event will feature on our facebook and website promotions via Enjoy Wolverhampton where the trail map will be available to download. Following the success of Claude our 'Roaming Wolf' City Ambassador we will be introducing Claudette our roaming Easter 'Wolf' Egg for people to find in different places in the City. If you wish to give Claudette a home during the egg hunt call the BID Team on 01902 710903.

Attendance Soars for Christmas Lights Switch On -

Thanks to the City destination marketing produced by the Wolverhampton BID and working closely on our Christmas advertising campaign with Signal 107 we can safely say that we received the highest attendance at this year's City Centre Christmas Light Switch On. Attendance was higher at all Light switch on events across the City, at Bilston, Wednesfield, Bantock, Northcote and Tettenhall. The Wolverhampton BID team attended all of the events handing out our City Centre Christmas guides - showcasing our friendly City Ambassador team and promoting the city on air and via the Signal 107 roadshow to make sure we got the message out about everything happening in the City Centre over the Christmas period.

Dementia Awareness Training



Sally, Mick, Wendy and Heidi, our City Ambassadors are always helping people find their way around the City centre, and what better way of making our City friendlier and more welcoming by undertaking a Dementia Awareness course provided by FBC Manby Bowdler. Ambassadors are now fully trained and are now proudly wearing their dementia awareness badges.

Events Calendar

Be sure to keep up to date here is our Dates for your Diary sheet, we keep this updated regularly and circulate to businesses and at retailer's meetings, let us know if you have an event that you would like including and sharing on our Enjoy Wolverhampton website and Facebook page (**which now has 5,500 followers**). We keep our website up to date with City events so if you would like us to include an event you are holding please let your City Ambassador know- or call the BID Team on 01902 710903.

Our Safe City - A True Insight

As the Police performance year April 2017 – March 2018 comes to a close, I am proud to announce that Wolverhampton City Centre remains one of the safest places to work in, live in or visit in the West Midlands area.

Primarily as a result of all the partnership work that takes place between The Police, venues, promoters, security companies, Pubwatch, the local authority and the BID team as well as work from the volunteer street pastors in the night time economy throughout the year, we have the safest City in the West Midlands with a -7.5% reduction (18 fewer offences) of public place violence this year.

In the day-time economy the primary issue reported by businesses is the rough sleepers and aggressive beggars who are visible in the City centre. As a result this has been a real priority for agencies and third-sector colleagues to focus on. You will no doubt be aware of The BID's Alternative Giving scheme with which our partnership aims to re-direct the generosity that flows from the residential and business communities in the City to the charities and agencies that are best served to provide assistance and support to people during difficult and challenging times in their lives. As a policing team, we have been using civil orders to great effect this year in the form of Community Protection Warnings (CPW) requesting those responsible for anti-social behaviour and low-level criminality to desist and seek help for their personal addictions and housing needs. If the poor behaviour continues, we have then escalated to Community Protection Notices (CPN) where the partnership requests can be enforced. Intelligence and information gathered by the BID's City Ambassadors and CCTV public

surveillance is essential to support this work. For those who continue to disrupt the lives of those working in and visiting the City centre we have successfully applied to the courts for Criminal Behaviour Orders (CBO) which restrict people's access to the City centre. The few individuals who have chosen to ignore the CBO prohibitions have recently been imprisoned. To put into context the level of commitment we have to this issue, we are currently working with 58 people. 47 of whom have either CPW's or CPN's and the remaining 11 have been issued with CBOs by the courts and are no longer allowed free access to the City centre.

Business crime is another issue that rightly causes concern in the City centre. We have seen a 9% increase this year (99 additional offences), however this is in part due to the changing landscape of the City centre. We now find that only a handful of stores record the majority of the crime, and it is not as widespread a problem as you may believe. We are working closely with the locations that create the highest demand to see how they can improve their internal security to help reduce the offences in partnership. For our part we continue to provide uniform patrols as well as regular plain-clothes operations, which result in arrests of offenders on a daily basis. We have been especially focussed on combating shop-theft with all but two months since the summer showing crime reductions. Overall we are currently showing a 3% increase (24 additional offences) this year, however with 61% of offences having a successful outcome, we have the best clear-up rate in the West Midlands.

Overall the communities of Wolverhampton are pleased with their local policing teams, with our City recording the highest percentages of satisfaction in the Force (87.9%) for those who come into contact with us to report crime and anti-social behaviour the rating they give us are also the best in force (86.3% and 83.4% satisfaction rating respectively) so while we are not complacent, and understand we still have to work hard to continue to achieve against the priorities you set for us, we are proud to be a part of this great City and continue to work in partnership with agencies, businesses, charities, residents and visitors to continue to keep our communities safe.

If you have any questions, or would like to volunteer to assist us achieve our aims in the City centre, please get in touch and email me on:
s.thomaswest@west-midlands.pnn.police.uk

Inspector Sarah Thomas-West
City Centre Policing Team Manager

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To find out more about the Wolverhampton BID Company or to receive this newsletter by email, contact the BID team via the details below:

info@wolverhamptonbid.co.uk
t. 01902 710 903

Your 3 areas of improvement

In our ongoing mission to improve the City, we regularly ask BID businesses to tell us the 3 key areas they feel need improvement or how the BID team can help. You can tell us your ideas here and hand to one of our ambassadors on their next visit to your business.

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