

*enjoy*  
wolverhampton  
Business Improvement District

Enjoy Wolverhampton  
Business Improvement  
District (BID)

# ANNUAL REPORT

2025 – 2026





Welcoming



Exciting

Wolve





Stronger

Wolverhampton



# Welcoming, Exciting & Stronger

## Enjoy Wolverhampton Business Improvement District (BID) –

Annual Report 2025 – 2026

### INTRODUCTION

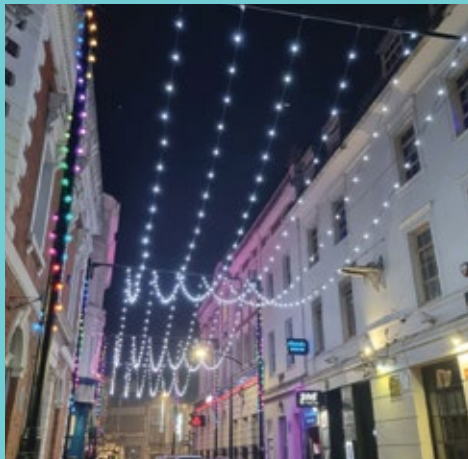
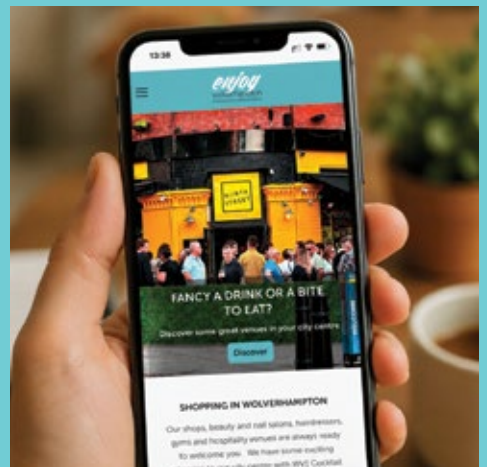
Wolverhampton BID's Annual Report details the BID's activities from 1st April 2025 to 31st March 2026. This year is the first year of our third, five-year BID term and this report provides insights on the broad range of services delivered by the BID.

We were delighted to secure a further 5-year BID term in the ballot held in 2024, especially with such strong support from businesses – demonstrated by 86% of businesses who voted, in favour in number and 92% voting in favour by Rateable Value. 1st April 2025 was the start of this BID term and having reviewed our services in preparation for the new term, we aligned all projects under 3 new headings: A Welcoming City, An Exciting City and A Stronger City.

Under each of these three headings we deliver a strong mix of services that city centre businesses identified as their key priorities.

We are always listening to our business community, delivering direct improvements to the city centre, and we remain central as the voice for our city centre businesses.

This report also provides an introduction to the activities planned for our second year of this BID Term, starting on 1st April 2026.



Thank you once again to all the businesses that voted YES for Enjoy Wolverhampton BID's third term.

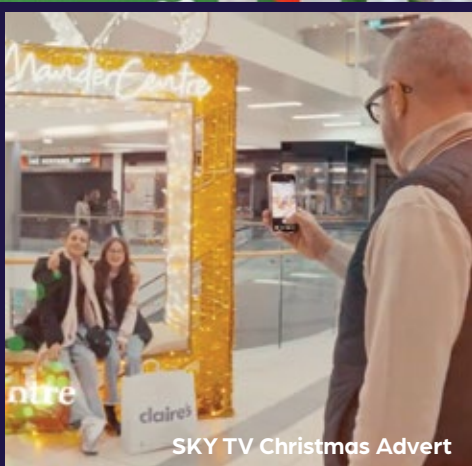
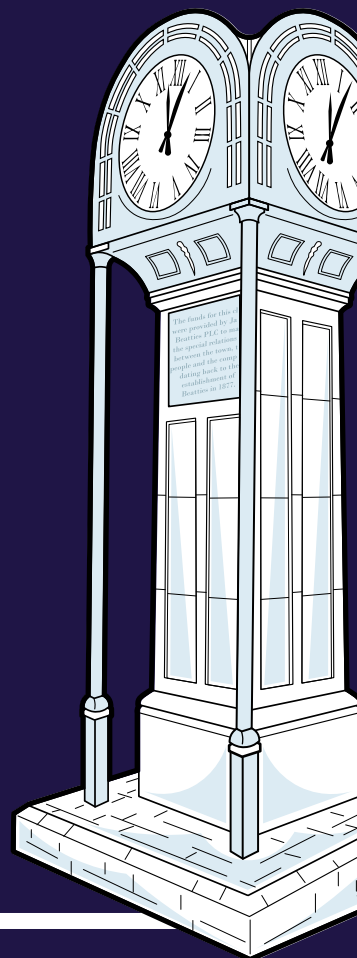
86%

of businesses who  
voted were in favour  
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92%

were in favour  
of the BID by  
rateable value

This strong response from city centre businesses gave us the go ahead to start the BID's third, five year term starting from 1st April 2025.





# Year One (BID Term 3) Highlights:

## Projects for Year 2 of BID Term 3

With our new Business Plan in place for our third term, we were keen to continue delivering our long-standing services. Here are just some of the highlights under our new headline objectives:

### A Welcoming City

#### City Ambassador Team

Our 4 Strong City Ambassador Team continued their daily patrols strong and regular business visits. We welcomed a new member, Mark Wylde who brings great knowledge of the city centre from his previous roles. The team's warm welcome provides visual reassurance to visitors a point of contact for wayfinding, a team that can support across multiple operational issues in the city centre.



#### Business Crime Reduction Partnership (BCRP)



The BID continues to run the city centre's Business Crime Reduction Partnership (BCRP). Through the year the BCRP actions resulted in Exclusions being issued to prolific shoplifters and those responsible for Anti-Social Behaviour (ASB). The BCRP Steering group delivered Business Crime Action days and Jo Leek provided support to the city council to progress a city centre Public Space Protection Order (PSPO) that gives more powers to reduce anti-social behaviour.

#### CCTV Public Surveillance

CCTV Public Surveillance is undertaken by the BID and from the first April 2025 the hours of surveillance were increased as a direct result of businesses identifying this as a priority. Providing public surveillance, our two operatives collect real time intelligence, reducing shop theft, ASB and sharing instant information via the DISC crime and safety reporting app and Radio Link.

#### City Centre Radio Link

114 city centre businesses continued to enjoy instant, strong communications via the Radio Link. Shop and security staff receive real time information about prolific offenders, enabling them to respond and prevent opportunities for shop theft. Intelligence gathered is regularly shared between businesses, Police, PCSO's, City Ambassador's and shopping centre security, meaning all partners are able to respond to protect their businesses.



## Late Night Safe Haven

The Late-Night Safe Haven is delivered jointly by the BID and City of Wolverhampton Council and supported by the Police and University of Wolverhampton. It operates on payday weekends and for events. This facility provides welcome assistance and reassurance for people enjoying the night-time economy. Towards the end of March 2026, the frequency of this service increased due to additional funding from City of Wolverhampton Council.

## Night Guardians

The BID's Night Guardians increased their weekend patrols throughout the year, welcoming people from 7:30pm and making sure they enjoyed a safe night out, with their patrols until 3:30am. Night Guardians are able to connect with restaurants and venues that are open later to share updates from the BID. Recognising the increased frequency of the Late-Night Safe Haven the BID increased the frequency of the Night Guardian patrols at the end of March 2026 to match the weekend service.

## Best Bar None Accreditation

Jo Leek, Business Crime Reduction Manager worked alongside venues to secure Best Bar None accreditation which is a Home Office recognised accreditation of best



**BEST  
BAR  
NONE**

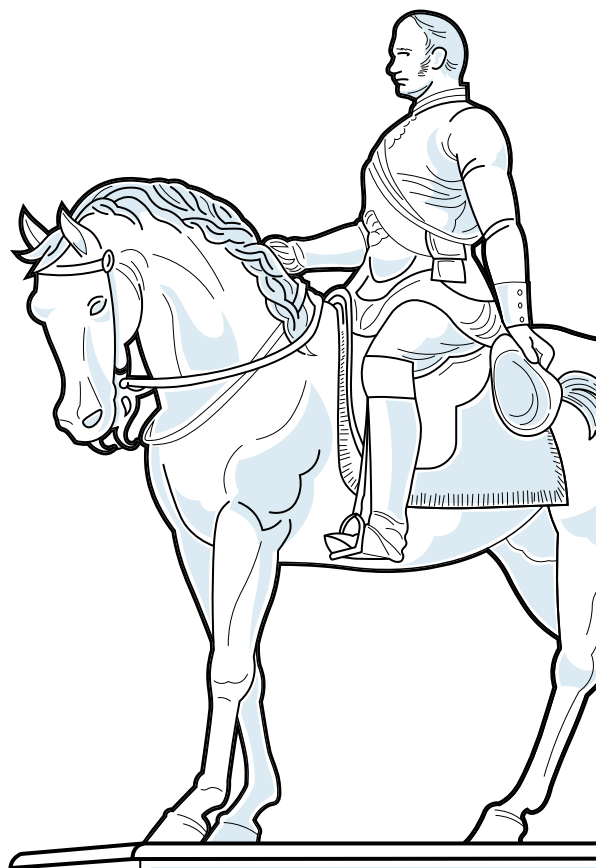
practice. 4 venues, Genting Casino, Hogshead, Moon Under Water and The Goose secured Best Bar None accreditation achieving all with incredibly high scores.

## Christmas Lights Investment

For the 10th year the BID invested £20,000 in lighting up 10 key streets with Christmas Lights. We know it's important to shine a light on our city centre streets and fund the additional lights along Darlington Street, Snow Hill, Queen Street, Stafford Street, Garrick Street, Cleveland Street, Princess Street, Victoria Street, Market Street and Princess Square.

## Free Sunday Parking

The BID funded Free Sunday Parking for 3 Sundays in December 2025 at Mander and Wulfrun Centre car parks. We have established this free car parking over the last 5 years and know it attracts people to shop and stay longer in the city centre.





# An Exciting City

## BID Excellence Awards

Held every two years the BID Excellence Awards Ceremony 2025 showcased 11 amazing Award Winners from the city centre business community. The Awards highlighted the full range of city centre businesses and provided a platform that raised their profile. The calibre of entries was exceptional making judging particularly difficult.

- 90+ entries
- 53 Finalists
- 11 Award Winners
- 11 Highly Commended Businesses
- 230 Guests at the Awards Ceremony
- 47 City Centre businesses and stakeholders represented at the Awards Ceremony

The awards were focused celebrating the amazing people and businesses that make our city thrive. The mixture of award categories enabled us to recognise how important our city centre is, the community spirit, businesses, sights, sounds and rich mix of experiences that cannot be replicated online.

## Summer of Fun and Games Trail

Attracting over 2000 people to the city centre, our 'Summer of Fun and Games' trail encouraged visitors around the city centre to enjoy hopscotch, snakes and ladders and crazy golf throughout the six-week holidays, increasing dwell times, spend and highlighting our newly opened Superbowl and Lockworks Cinema as well as The Way and Art Gallery along on the route.

## Seaside in the City

Our 10th annual Seaside in the City event attracted 3000 people to the 2-day event, enjoying live entertainment from Dicky Dodd's roadshow with fun and games for all throughout the event. This year we introduced a helter-skelter in Victoria Street.

## Pumpkin Patch

Introducing our new 'Pumpkin Patch' event in the Wulfrun Centre we were delighted that it was enjoyed by over 1500. Over the 2-day event the community were able to pick their own pumpkin, have fun carving their own pumpkin and pose for photographs with our lovely scarecrows.

## Christmas Grotto & Grinch Takeover



This year we brought the Christmas Grotto back to the mall of the Mander Centre. This central location on the centre lower mall area attracted over 2500 visitors who enjoyed the stunning Ice Palace Grotto, delivered in partnership with the Mander Centre. We extended the fun on our 'Grinch' style takeover – the day was full of delight.

## Fringe Festival and Lantern Parade

2000 people enjoyed the inaugural Fringe Festival and Lantern Parade attracting 2000 people to this new event. Families joined a lantern parade – buildings were illuminated and St Peters Church became a focal point for an exceptional projection light show.





## Enjoy Wolverhampton Website

Attracting over 85,000 visits, our Enjoy Wolverhampton Website hosted city centre events, attractions, business openings, city centre news and opportunities. The website is kept up to date to reflect new business openings and investments; it includes an easy-to-use directory of businesses.

## Enjoy Wolverhampton Gift Card – New Design

We wanted to celebrate our city's architecture and developed a stunning new design for our Gift Card that sees over £20,000 spent via it each year. Accepted in national brands, local independents, pubs, solicitors, restaurants and shops we have over 100 businesses that accept the card. We welcomed more businesses onto the scheme this year including T.H. Baker and Bank De Leon.



## Enjoy Wolverhampton Gift Card – Goes Digital

More businesses can now accept the Enjoy Wolverhampton Gift Card now that you can purchase a digital gift card and add it to your digital wallet. Tunwalls Café and Piercings by Geana joined the scheme as they can accept the card via digital payments.

## PRIDE Parade 2025

Weaving through the city centre with the colourful crowds it was a delight to yet again support the event as parade sponsor. Seeing over 800 people proudly walk through our city centre was delightful to be part of. We supported the development of the event through the Pride Partnership and ensured that wherever possible we were able to involve businesses. We also helped to dress the city as part of the celebration with venues loaning our pride bunting.

## Christmas Sky Advert

Our 2025 Christmas Sky Advert promoted our city centre and venues for the festive period. Reaching an audience of 151,975 across 30,000 homes within a 20-minute drivetime, the advert aired between 22nd Nov and the 21st of Dec. We were able to highlight key city centre attractions including University of Wolverhampton at The Halls, Mander Centre, Superbowl, Wolverhampton Art Gallery and the Grand Theatre.

## City of Wolverhampton College – City Centre Campus

City of Wolverhampton College opened their doors at the new City Campus in November 2025. To provide students with a warm welcome and to encourage them to discover the city centre and make their way into your businesses we packaged a range of offers and promotions for city centre students.





# A Stronger City

## A Strong Voice for Business

Providing a strong voice for business has always been a key priority for the BID. Throughout the year we have been involved in developing the Evening and Nighttime Economy Strategy, Cultural Strategy and Future City Centre Masterplan. Two examples of how we have represented our city centre businesses are being vocal about how car parking charges have impacted our city centre and trade, and we have ensured that businesses receive the correct level of engagement from the contractors wherever public realm works are ongoing. We remain abreast of issues facing our city centre, from local issues through to national policy. We ensure our city centre businesses interests remain front and centre of city centre opportunities.

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

Our city centre has an amazing range of initiatives that support great nights out. We wanted to raise the profile of these initiatives and in response to feedback from the Pubwatch group we produced a Safer Nights Out Video. Showcasing a range of city centre venues, the Late-Night Safe Haven in action, Ask Angela trained venues, the video also showed Door staff in action and providing their reassuring presence, as well as the patrols of the Night Guardians and Taxi Marshals. The video gave us the opportunity to show how we are working together to ensure people enjoy their nights out.

## Regular Business Updates

We understand how important it is to share key information with businesses about key city centre opportunities via regular mailouts to our 500+ business contact list.

Our quarterly Business and Retailer meetings and monthly Pubwatch meetings make sure our businesses are 'kept abreast' of key city centre activities and events.

## Amplifying the Message

Using our Enjoy Wolverhampton marketing channels we have extended the reach of hundreds of city centre business promotions, offers and events to a West Midlands audience. We ensure that our social remain engaging, relevant and have strong appeal to as wide an audience as possible.

## Reduced Business Costs

We continue to seek savings for our city centre businesses on overheads through our collaboration with Place Support Partnerships. Most recently we identified savings of over £13,000 for businesses during the year.

## City Centre Insights

We continue to capture city centre footfall and visitor data to help us understand how the city centre is performing against national and regional trends. The data also provides insights on how events impact footfall and how daytime, evening and night-time footfall is changing.





## Year 2 of BID Term 3 – 2026 – 2027

Our second year of BID Term 3 allows us to build on the great strides we have made in year one. Our key projects are well established and part of the fabric of city centre life and wherever possible we strengthen and build on what we deliver year on year.

For the second year of our third BID Term the levy due in 2026–27 is estimated at £576,850 (based on the National Non-Domestic Rates list as at 13.1.2026). It is anticipated that we will attract additional income of £50,000 this represents a more conservative estimate than in previous years due to uncertain grant availability.

The total amount of expenditure is forecast to be £626,850 as outlined below:

### Budgets for our 3 Headline Objectives:

A Welcoming City  
£255,182

An Exciting City  
£136,857

A Stronger City  
£45,262

### Our Core Costs:

Staffing & Overheads  
£142,000

Levy Collection Costs  
£29,565

Contingency  
£17,984

On average the BID have secured  
**£107,500**  
in additional income each year.



# Looking Ahead:

## Projects for Year 2 of BID Term 3

### Autumn Lantern Parade

Introduced in 2025 the Fringe Festival and Lantern Parade emphasises the city motto – 'Out of Darkness Cometh Light' and recognises our strong diverse cultures. We aim to build on the success of the city centre's first Fringe Festival and Lantern Parade and are excited that a recent bid to Arts Council has secured funding to deliver this event for the second year. We look forward to shaping the event to see it bring families into the city centre, to illuminate our city centre streets in innovative ways and to support our businesses by driving footfall.

### Trail of the Dragons 2027 – getting prepared

Whilst Compton Cares' Trail of the Dragons will appear on our city centre streets in summer 2027, we will be working behind the scenes though 2026 as City Centre Partner to the event to support Compton Care in bringing this amazing trail to life for the summer 2027.



### BID Excellence Awards 2027 – planning ahead

Held every two years we will be excited to launch the third BID Excellence Awards for 2027. The latter part of 2026 will involve working hard to put everything in place for another much-needed celebration and showcase of our amazing city centre businesses, across all sectors and recognising those who really make a difference to our city centre.

### Wayfinding and a Stronger Welcome

A huge number of people visit the city centre and park at Broad Street Car Park – most of the visitors using this car park are enjoying a trip to the Grand Theatre, Lockworks cinema. We want to strengthen the visibility of both venues for people on their walk from the Broad Street Car park by commissioning a wall mural that not only gives visitors confidence they are heading in the right direction, but also injects colour, pride and a sense of interest to this prime location. We hope to work in partnership with Life City Church to bring their blank façade to life.

### Great Nights Out in Wolverhampton

Wolverhampton has a wide range of venues that provide great evenings and nights out, alongside which are a number of services that support vibrant nights out including the Late-Night Safe Haven, Night Guardians, the Council's Taxi Marshals and additional CCTV surveillance. We will be working to strengthen these services to help change perceptions and showcase the great nights out to be had in Wolverhampton City Centre.

### Greening the City

Working alongside our green fingered partners RudgeWood, who bring together planting expertise and keen volunteers we will be working to bring more colour to city centre planters and green spaces. It's been great to see how initial works have brought colour to planters and spaces at Wolverhampton Train Station and we will be working to grow this approach across the city centre.

### Sprucing up the City

In partnership with University of Wolverhampton, Wolves Foundation, City of Wolverhampton Council, Barclays and so many city centre businesses, organisations and volunteer groups our quarterly Spruce ups (litter picks) are well established. Giving the city centre an extra Spring, Summer, Autumn and Winter clean these events form part of the calendar through the year and provide great networking and team building opportunities. We aim to grow these volunteer days and attract more people to take pride in their city centre.

### Public Realm

City of Wolverhampton Council will be delivering large scale improvements to Darlington street, Queen Square and Lichfield Street. We will ensure that contractors bring timely updates to city centre businesses so that businesses can plan and prepare for the works.

### Wolves Wild Bug Trail

Get ready to explore the City Centre on the Wolves Wild Bug Trail this Summer holiday. Follow the trail map, find eight bug related towers and floor stickers around the city centre, uncovering fascinating bug facts along the way.





# The BID Team



## Cherry Shine, BID Managing Director

Delighted that the BID secured a third term, Cherry continues to direct the BID, focusing on supporting city centre businesses, driving growth and bringing footfall. A huge part of her role is making sure the city centre is front and centre of all opportunities and that interests of city centre businesses are prioritised. Overseeing all of the BID activities she enjoys working across the diverse projects the BID delivers from CCTV surveillance, supporting the Council's Empty Property Taskforce to bring city centre properties back into use, to bringing a range of quality city centre events through the year. Cherry has an in depth understanding of the issues and opportunities for the City Centre, always discussing future opportunities at forums including City Investment Board, Destination management partnership and City Centre Master planning. Cherry ensures the BID remains responsive proactive and business focused.



## Shaun Boyce, Project and Office Manager.

As Manager of the City Ambassador team, Shaun ensures the team are proactive, that their daily patrols are visible, effective, and that they offer a warm welcome. He extended the teams hours to ensure visitors to sell out shows

at The Halls are welcomed and people can easily find places to eat, drink and enjoy before the show. Leading on event delivery he has really enjoyed bringing the Pumpkin patch to the city centre as a new event. Shaun ensures that businesses' news is amplified via our Enjoy Wolverhampton social media channels and website – sharing all the latest updates, events, and highlighting everything our city has to offer. With over 550 city centre businesses on our contact database Shaun keeps businesses up to date with key opportunities through regular emails.



## Jo Leek, BID Business Crime Reduction Manager

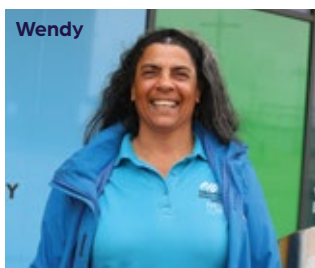
Jo manages the Business Crime Reduction Partnership, working proactively to reduce shop theft, business crime and anti-social behaviour while maintaining excellent

relationships with City Centre Police teams. She manages the city centre Radio Link, used by over 100 businesses, and the DISC crime reporting app, ensuring the right information is shared to help reduce shop theft, anti-social behaviour and keep businesses up to date. Jo supports the Pubwatch group, keeping evening and night-time economy venues informed with timely updates. Through the Business Crime Steering Group, she works alongside key stakeholders to tackle issues such as shop theft and repeat offenders. Jo is passionate about the Alternative Giving CIO, ensuring public donations provide long-term, meaningful support through grants to Wolverhampton organisations. She has also worked with city centre venues to launch Best Bar None accreditation, including Hogshead, Genting Casino, Moon Under Water and The Goose.

## Our 4 strong team of City Ambassadors

Our 4 strong team of City Ambassadors are Wendy Haughton, Heidi Wall-Holden, Mark Wylde and Ricky Deo.

Our CCTV operator Merrill Charnock, together with additional CCTV surveillance by Mark Wylde ensures we have even stronger visibility over our city centre and timely communication across the radio link and via DISC.



# The BID Board

Representatives from key businesses and organisations form the BID's Board of Directors. They are unpaid and work by directing the BID's investment to meet the needs of the city centre, they share a passion and commitment for the city centre.



**Iain Watkins**  
BID Chair, Grand Theatre



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



**Mark Bourton-Payne**  
BID Finance Director



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



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



**John Cooper**  
BID Night-time Economy Director,  
Genting Casino



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



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



**John Henn**  
BID Independent Retail Director,  
T A Henns Jewellers

We would like to thank Richard Scharenguivel, who served on the BID Board for over seven years. Richard provided a wealth of knowledge and experience; his proactive nature ensured the city centre was always a priority. He remained incredibly supportive and involved; he applied strong direction for the BID and was consistently focussed on delivering nothing but the best for the city centre.

We also welcomed John Cooper, Manager at Genting Casino onto the BID Board as BID Night-time Economy Director. John brings a fresh energy and enthusiasm for the city centre and twelve years of experience managing hospitality and entertainment venues. He provides a strong and influential voice for the city centre's leisure sector.

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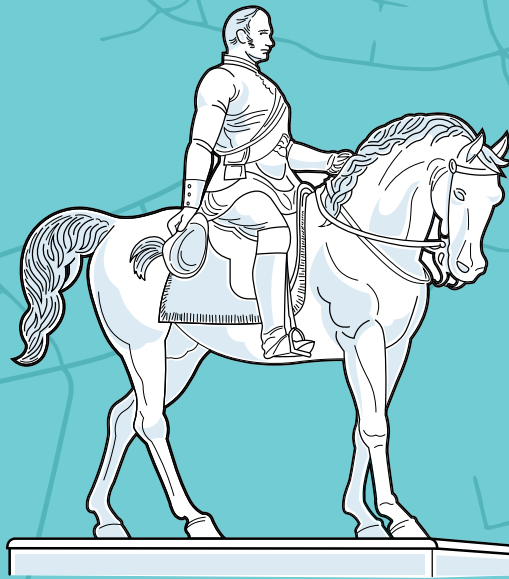
## Final Remarks

City centre businesses have developed, shaped and directed the BID services and we are delighted to be able to continue to strengthen our services over the next 5 years. This first year of our third term has demonstrated yet again how important the services the BID deliver are to our business community. The projects delivered by the BID and the partnerships formed between businesses and key organisations deliver a stronger city centre.

**Welcoming  
Exciting &  
Stronger...**

**Working together  
for our city centre's  
bright future.**

New Helter-Skelter attraction at  
Seaside in the City August 2025



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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

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