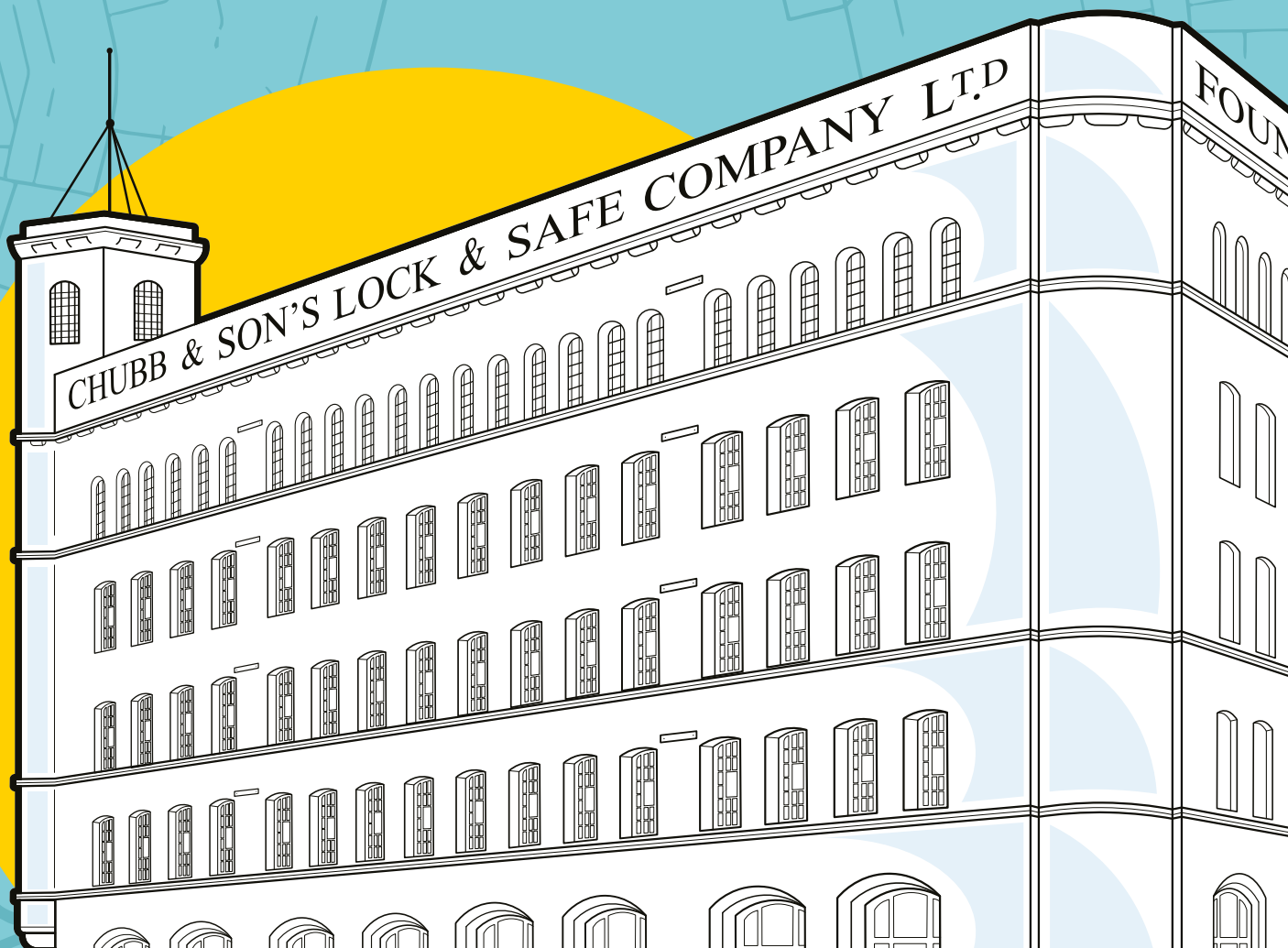


enjoy
wolverhampton
Business Improvement District

WOLVERHAMPTON

City **TALK**

SPRING 2026



Introduction

As we approach the end of Year 1 of BID Term 3, it's been a year of delivering on our commitments to make Wolverhampton a Welcoming City, an Exciting City, and a Stronger City.

This newsletter shares some of what we've achieved together across these three pillars – from expanding CCTV surveillance and launching Best Bar None, to bringing thousands into the city through events and strengthening our voice in strategic planning. There's much more ahead...

A Welcoming City

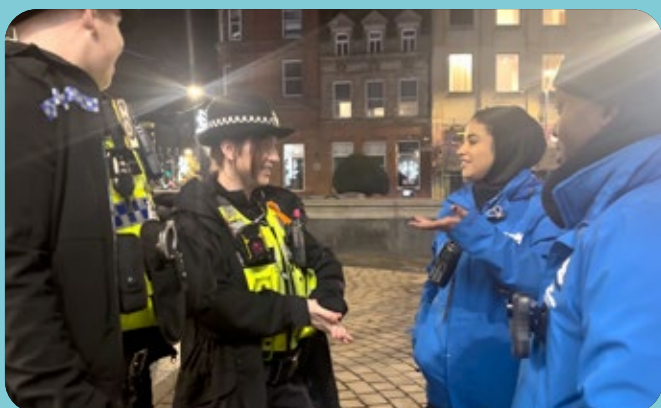
First impressions count. It's essential to have a clean, safe, accessible, and welcoming city centre for all our visitors.

Safer Nights Video Showcases Wolverhampton's Night-Time Safety Initiatives

In December, we launched a video showcasing Wolverhampton's night-time safety initiatives, created at the request of Pubwatch.

The film highlights how venues, the council, police and the BID work together in a committed and coordinated approach, including:

- Ask Angela trained venues offering discreet support
- Night Guardians patrolling the streets late into the night
- CCTV surveillance across the city centre
- Best Bar None accredited venues
- Late Night Safe Haven for phone charging, support and safe travel home
- Late-night first aid teams based in Queen Square
- Professional door staff and taxi marshals helping people get home safely
- Visible police presence with live radio communication



The video helps raise awareness of these services with the public and supports people to feel confident about enjoying nights out in the city during party season. It reached more than 1,100 people on Facebook and hundreds of views on YouTube.

It was great to involve Pubwatch businesses, bar staff and their welcoming door staff all of whom play such an important role for people enjoying their nights out.

You can watch the Safer Nights video on our Enjoy Wolverhampton YouTube channel and Facebook page.

Increased CCTV Surveillance: Responding to Business Priorities



During the consultation phase before the ballot for BID Term 3, businesses made it clear that increased CCTV surveillance was a high priority. We responded and added an additional day of surveillance per week.

Mark Wylde's recruitment, with his dual skillset as City Ambassador and CCTV operator, has allowed us to increase our surveillance capacity and provide more comprehensive coverage for city centre businesses.

The benefits go beyond preventing shop theft. This additional layer of surveillance supports a safer city overall and helps us prepare for upcoming government requirements under Martyn's Law—the new legislation requiring enhanced security measures at public venues and events.

As CCTV is not a statutory service provided by the council, the BID's investment ensures businesses have the public surveillance they emphasised was essential during consultation.



Moon Under Water



The Hogshead



Genting Casino



The Goose

Best Bar None: Celebrating High Standards in Wolverhampton's Night-Time Economy

The national Best Bar None accreditation was launched in Wolverhampton in 2025, celebrating high standards across the city's night-time venues.

Best Bar None is an awards and accreditation scheme supported by the Home Office and the drinks industry, developed to recognise and reward responsible premises and improve operating standards in the evening and night-time economy.

Jo Leek, the BID's Business Crime Reduction Manager, completed training as an accreditor and took four businesses through the rigorous assessment process. The results were exceptional—our businesses achieved an average of 93%, far exceeding the 51% pass mark.

Four venues have achieved Best Bar None accreditation so far: Genting Casino, Moon Under Water, The Goose and the Hogs Head. Two additional venues are currently working through the accreditation process.

Jo said "Our hospitality venues are really working hard, and it often goes unnoticed. I cannot explain how happy and proud we are to be able to officially recognise them through Best Bar None."

The scheme sits well alongside the council's Evening and Night-Time Economy strategy and assesses venues across four key areas:

- Venue management
- Staff training and care
- Customer safety and welfare
- Customer service and community

Jo is particularly keen to encourage general managers or owners with multiple venues to participate: "If you do it for one venue, you know the process which makes it easier to do it for others."



The accreditation process paused over Christmas due to the busy festive period but is now continuing with new venues coming on board. It's an exciting time for Wolverhampton's night-time economy, with new venues opening like PACT and developments like the Grain Store's upcoming refit.

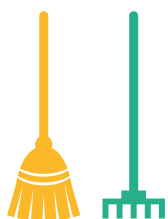
If you are interested in Best Bar None accreditation, contact Jo Leek at jo@wolverhamptonbid.co.uk

City Spruce Ups: Community Pride in Action



Over 70 volunteers rolled up their sleeves in October for the Autumn Spruce Up with more joining the Santa Spruce up in December.

The litter pick covered St Peter's Gardens, Victoria Street and the surrounding areas, proving the power of partnership across the city centre.



Wolverhampton West MP, Warinder Juss joined the Autumn Spruce Up, getting involved and demonstrating real care for the city centre. Thornes Solicitors sent an army of volunteers, and the collective effort resulted in over 80 black bags of litter being collected across the two Spruce Ups.

The events are a fantastic opportunity for businesses, organisations, and residents to take pride in the city centre together, followed by light refreshments and the chance to connect and network with other community-minded people.

The next Spruce Up will take place in Spring 2026 with the "Spruce Spring Clean"—4th March 2026

If you'd like to get involved or find out more, contact Shaun Boyce: shaun@wolverhamptonbid.co.uk

Businesses and organisations who have participated in Spruce Ups include:

University of Wolverhampton, Wolves Foundation, the BID, City of Wolverhampton Council, Barclays, McDonalds, Ministry of Housing, Communities and Local Government, Nationwide, Black Country Transport Partnership, The Way Youth Zone, Thornes Solicitors, Compton Care, and Love Your Community group.

Thank you to all who have been involved.

Alternative Giving CIO distributes £25k to support city's most vulnerable

Six amazing Wolverhampton-based charities or organisations have been given grants to support the city's most vulnerable and homeless people.

The £25,000 funding comes from ongoing public donations via 16 donation points in city centre businesses and 'Tap to Donate' points near the bus station and train station.

The initiative, supported by West Midlands Police and City of Wolverhampton Council, aims to reduce street begging while directing 100% of donations to organisations providing long-term support. The charities and organisations who applied for and received funding are The Haven, TBN Connect, The Cyrenians operating as Changing Lives, Simple Acts of Kindness, Migrant Help, and The Way Youth Zone. Demand for their services has increased due to the cost-of-living crisis.



Since launching in 2018, Alternative Giving CIO has raised over £74,000 for local charities supporting Wolverhampton's most vulnerable residents.

The Haven's 'Make a House a Home' supports women in refuge to enhance resilience and feelings of safety. Once settled, women can access support to rebuild their lives – from counselling and therapies to court advocacy and resettlement into permanent housing – helping them regain independence and reconnect with their children and support networks.

TBN Connect's EMPOWER project works with LGBTQ+ people at high risk of homelessness, specifically the transgender and nonbinary community facing discrimination and reduced opportunity.

Changing Lives provide vital items that are needed for service users to be able to succeed in their journey of progression. They also offer a weekly evening drop-in session where vulnerable individuals can get vital support they require.

Simple Acts of Kindness's 'Home Proud' provides an affordable, sustainable way for people and families to furnish homes to a comfortable standard without loans or financial stress, while offering community-led support to reduce burdens and improve daily life.

Migrant Help's Connecting Futures – Lifting Digital Barriers project will empower and connect 68 individuals experiencing digital poverty as homeless asylum seekers.

After School at The Way Youth Zone sessions will provide a safe and supportive environment for those in the 30% most deprived wards, helping them build resilience and access essential resources. The Alternative Giving funding will support an additional hour of after-school sessions, specifically targeted at vulnerable young people in Wolverhampton.



Santa Spruce – December 2025

An Exciting City

Raising the profile of our city, strengthening its perceptions and amplifying positivity is fundamental to the work of the BID.



BID Excellence Awards 2025: Celebrating Wolverhampton's Best

The Wolverhampton BID Excellence Awards returned in 2025, bringing together more than 230 people to celebrate the businesses, teams and individuals making our city centre special.

Launched on Valentine's Day at Ava's Cafe, the awards received entries from over 90 businesses across 11 categories—from New Business of the Year to Team of the Year, Marketing Campaign and Community Champion. Following a rigorous judging process involving BID Board members and external West Midlands judges, the winners were revealed at a spectacular ceremony at The Grand Palace on 10 July.

The evening was a true celebration of Wolverhampton in every sense, from music by local superstars like Beverley Knight and Liam Payne to a True or False game about city heritage. University of Wolverhampton's WLV Business Link served as headline sponsor, with Midland Marketing and Region Security Guarding sponsoring individual categories. The awards also raised £2,000 for charity partner The Way Youth Zone through raffles and games on the night.

Recognition Creating Real Change

Ten weeks after Awards Night, 50 Winners and Highly Commended businesses gathered at Wolves Museum for the Winners' Reception, where they shared how recognition had created tangible impact.

Rising Star winner Buki Oladele from Nationwide was selected for an elite leadership training programme following her win. People's Favourite winner Ana's Coffee Shop reported new customers coming in specifically because they're award-winning. H. Samuel's team saw praise and recognition from senior management.

The Wolverhampton BID Excellence Awards will return in July 2027



New Business of the Year:
Rustic Food Shop

Marketing Campaign of the Year:
Wolverhampton Grand Theatre
(Spotlight Magazine)
Highly Commended: Mander Centre
(Geek Con)

Community Champion:
Access to Business
Highly Commended: Wolverhampton
Grand Theatre

Health, Beauty and Wellbeing:
Rectory House Beauty and Wellness

Professional Services:
Pertemps Network Group
Highly Commended: 2Logic

Retail Business:
H. Samuel
Highly Commended:
Brewers Decorator Centre

Hospitality and Leisure:
Genting Casino Wolverhampton
Highly Commended: Grand Station

Leader of the Year:
Josie Kelly, Access to Business
Highly Commended: Ian Griffiths,
H. Samuel

Team of the Year:
Danceforce
Highly Commended:
Wolverhampton Art Gallery

People's Favourite Business:
Ana's Coffee Shop

Rising Star:
Oluwabukola (Buki) Oladele,
Nationwide
Highly Commended:
Hayden Fellows (Max Spielmann),
Jade Taylor (Pertemps Network
Group),
Kirk Preece (Wulfrun Shopping Centre),
Summer Rae (Crested Schoolwear)

Summer Fun & Games: Giant Floor Games and Seaside Return to the City Centre

Summer 2025 brought a packed programme of free family activities to Wolverhampton city centre, transforming the streets into an outdoor play zone throughout August.

8 Giant Floor Games



Eight huge interactive floor games appeared across the city centre, encouraging families to explore whilst keeping children entertained.

The colourful installations included:

- Hopscotch (on a whole new scale)
- A twisty maze
- A mind-bending memory mat
- The tricky 'No Left Turn' challenge
- A wild leap across Floor is Lava
- Meet the wobbly snake
- A road map

And of course...

- Snakes and Ladders

The games were strategically positioned at Bell Square (Victoria Street), Queen Square, Market Square (outside Danceforce) and Victoria Square, creating visual landmarks that drew families through different areas of the city centre whilst they shopped, grabbed a bite to eat or met friends.

9-Hole Crazy Golf



Pop-up crazy golf sessions ran on 15th, 22nd and 29th August at Victoria Street and the Mander Centre, giving families a chance to enjoy friendly competition in the (sometimes) sunshine from 10am to 4pm.

Seaside in the City Returns



The hugely popular Seaside in the City returned on 29th and 30th August, transforming Victoria Street into a man-made beach complete with deckchairs and seaside vibes.

The free event included:

- Dicky Dodd's Roadshow
- Free Helter Skelter
- Face painting and circus skills
- Sandcastle competition
- Darts games with prizes
- Claude the Ambassador wolf for meet and greets and photo opportunities
- Safe Cracker game to win Enjoy Wolverhampton Gift Cards

Looking Ahead: Fresh Ideas for 2026

Plans are taking shape for the BID's 2026 events programme, building on what works whilst introducing fresh experiences to keep the city centre vibrant and engaging.

We are exploring sculpture trails similar to the popular Wild in Wolves and Jurassic Wolves, alongside pop-up games and interactive experiences throughout the summer holidays.

Ideas under consideration include football kick-about, inflatable bowling, crazy golf at St Peter's Gardens, and table tennis stations—all designed to create visual, shareable moments that draw footfall into the city centre.

The focus remains on delivering events that showcase city centre businesses, create family-friendly experiences, and give people reasons to visit, explore and enjoy Wolverhampton.

More details will be announced as plans are confirmed.

Christmas Campaign Combines Television and Social Media to Reach Over 450,000 People

Television and social media came together this Christmas, featuring Wolverhampton's festive attractions and reaching over 450,000 people.

The advert featured the Boyce family enjoying the city centre's Christmas attractions, including the Grand Theatre, Mander Centre, The Halls and Wolverhampton Art Gallery.

On television, the advert was shown on Sky and Channel 5, reaching nearly 152,000 people within a 20-minute drive time of the city centre. Online, the video achieved over 305,000 reach on Enjoy Wolverhampton social media between 30 November and 24 December. The campaign helped drive just under 20,000 visits to the Enjoy Wolverhampton website during the Christmas period, with visitors looking for festive events and activities.

Lantern Light Parade

Over 2,000 people gathered in the city centre on Friday 28 November for the spectacular Lantern Parade, the highlight of the first-ever Fringe Arts Wolves festival. Hundreds of participants walked through the city centre carrying handmade lanterns, accompanied by rhythms from Hit the Dhol and dance performances from Jodi Dancers and Flexus Dance Company.

The parade featured a striking Spring Heeled Jack puppet lantern and culminated in St Peter's Square where projections illuminated the church and crowds gathered to watch the spectacle unfold. The event brought together Wolverhampton and Black Country artists in a true example of community collaboration, with performances from Ozara Dance and an appearance by Town Crier Cupid Val.

Project managed and produced by Asylum Artist Quarter CIC and Gatis Community Space, the BID supported the event's delivery, helping to connect creative partners with city centre businesses and bringing the artistic vision to life.

The parade was funded through the UK Shared Prosperity Fund. The success of the inaugural Fringe Arts Wolves and Lantern Parade has sparked plans to bring the event back in 2026, building on this fantastic start to create an even bigger celebration of creativity and community in Wolverhampton.



Social media comments celebrating the evening:

"I love seeing my city come back to life. Great work people."

"It was brilliant—so great to be there."

"Amazing evening."

Pop-Up Pumpkin Patch Brings Autumn Magic to the Wulfrun Shopping Centre

1,000 pumpkins found new homes during our free Pop-Up Pumpkin Patch at Wulfrun Square on Tuesday 28 and Thursday 30 October.



Families stepped into a charming autumn scene complete with white picket fences, hay bales and friendly scarecrows. Children then picked their own real pumpkins to take home and got creative at one of 20 pumpkin carving stations.



We offered 500 pumpkins each day, with the event proving so popular that families spent up to 40 minutes queuing at the busiest times.

The event was a brilliant collaboration with Wulfrun Shopping Centre, which saw an increased footfall for the centre's businesses. Crested Schoolwear even ran a special offer on Halloween costumes to complement the festivities.

Parents shared their delight on social media: "This was our first time, and my daughter absolutely loved it!" said one mum, while another added: "My little girl had the best time!"

A Stronger City

Providing a strong, influential and representative voice for the city centre and all its businesses is central to the work of Enjoy Wolverhampton BID.

Voice of Business: From Street Level Observations to Strategic Change



When our City Ambassadors reported overflowing bins affecting people's night-out experience in 2025, the council responded with a new evening cleansing regime, which also supported a vibrant and welcoming Night Time Economy.

That's the kind of practical change our street-level observations can create.

The BID has also contributed business insight to the public consultation on a proposed Public Space Protection Order to address antisocial behaviour issues. The City Ambassadors' day-to-day observations of patterns and problem areas have helped shape the proposals.

Beyond immediate service delivery, the BID has participated in strategic planning for Wolverhampton's future. This includes workshops for the City Centre Master Plan, development of the Evening and Night-Time Economy Strategy action plan and contributing to the Cultural Strategy working group.

These opportunities to sit around the table with council departments and at various forums allows the BID to represent business interests across multiple forums and identify connections between different initiatives that individual council teams might not see.

The BID's ongoing involvement provides continuity and business perspective as the city centre evolves, ensuring that decisions reflect both strategic vision and practical, on-the-ground realities.

Cost Savings Programme for BID Levy Payers

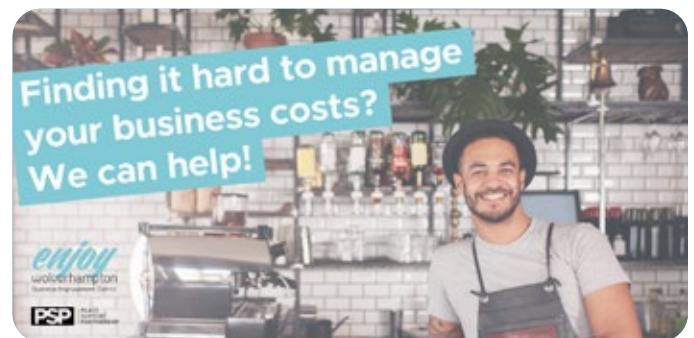
Supporting businesses goes beyond events and safety. As a BID levy payer, you have free access to the Cost Savings Programme through Place Support Partnership (PSP).

With business overheads continuing to rise, PSP specialists can help you identify opportunities to reduce operational costs and lower your carbon footprint. The service includes a tailored review of your specific contracts across:

- Utilities (electricity, gas, water)
- Telecoms
- Commercial cleaning
- Merchant fees
- Insurance

PSP doesn't offer generic advice – they conduct a detailed analysis of your business needs and can guide you through contract negotiations to secure more competitive rates. There's no obligation to make any changes following your review.

To arrange a consultation with a PSP specialist, contact info@placesupportpartnership.com



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