

enjoy
wolverhampton
Business Improvement District

ANNUAL REPORT
2019 - 2020

Street Railway Drive Fryer Street Exchange Street Clarence Road Tower Street St Johns
Old Bond Street Brewery Road Queen Street Castle Yard Chapel Ash Cheapside Chub
Corporation Street Whitmore Hill Corn Hill Darlington Street Deanery Place Dudley Street
Farmers Fold John's Street King Street Lichfield Passage Lichfield Street Little Brickiln Stre
Molineux Street Molineux Street Bank Chambers Old Hall St
Princess Street Victoria Square Queens Arcade Railway S
le St John's Square Bilston Street St Peters Square Cleveland Street
Street Summer Row Sun Street Temple Street Thornley Street Union Street Wulfrun Cer
ad Whitmore Street Woolpack Alley Worcester Street Skinner Street George Street Pe
vent Close Corporation Street Whitmore Hill Corn Hill Darlington Street Deanery Place
Way (South) Farmers Fold John's Street King Street Lichfield Passage Lichfield Street

**Proud to be bringing businesses
and communities together for
a brighter future.**

INTRODUCTION

This annual report looks back at what we delivered and achieved between the 1st of April 2019 and the 31st of March 2020 and whilst like you, we were not expecting the world to be turned upside-down with the Coronavirus pandemic towards the tail end of the financial year during February / March 2019, we look back fondly at the following highlights from our fifth and final year of our first BID term.

Looking back, what an incredible 5-year term we have had, each year improving and tweaking our services to be bigger and bolder whilst always making sure we are responsive to the challenges and opportunities our city faces.

Our biggest achievement was to secure a further 5 year term for Wolverhampton BID giving us the confidence that the services we deliver remain a priority for our city centre businesses.

I take this opportunity to thank businesses for their amazing support and look forward to bringing our shared vision for a responsive, thriving city centre that rises to opportunities and meets challenges head on.



In the BID's 1st
5 years:
£2,441,200
was invested by the
BID directly into
the city centre.

5
YEAR
FACTS

Statement from the BID Chairman

It seemed odd to be contributing to an Annual Report which is required to focus on the year ending March 2020, when so much has happened since then. The Board of Directors, who represent a cross-section of levy-paying businesses and organisations in the centre of our city, therefore agreed that this report would also place extra emphasis on the BID's ongoing activities in the current year. This is not only to acknowledge the problems that the city, and every business and levypayer in it, have been facing, but also the contribution the BID has continued to make since lockdown.

While things remain very challenging, the many positive achievements in the 2019/20 financial year which are reviewed here are also a reminder of the progress made since the BID came into being in 2015, and of the lively and developing city centre we want to see again soon. The year was marked by the delivery of a comprehensive and diverse range of services, activities, events and business support in

the BID levy area, all detailed in this report. As it was also the fifth and final year of the BID's first term, a ballot of levy payers took place in October 2020 to seek a mandate for renewal. The outcome of the ballot was strong and reassuring from our city centre business community with a 78% vote in support of establishing the BID's second, five-year term from April 2020 to March 2025.

This second term did not begin as any of us expected of course. On behalf of the Board of Directors, I would therefore like to say that we, like you, remain committed to delivering success in the city centre and will continue to support levy-payers in the hopes and expectations that underpinned the BID's renewal. We take the opportunity once again to thank businesses for their support. We're all looking forward to the return of better times.

Iain Watkins

Wolverhampton BID Chairman



The BID team work tirelessly to support city centre businesses and drive forward improvements.

BID FACT

The BID team - Left to right:
Merril Charnock, Jo Parker, Lucy Armstrong, Heidi Wall-Holden
Cherry Shine, Shaun Boyce, Sally Perkins & Wendy Haughton



5 YEAR FACTS

The BID attracted a further £411,509 in addition to BID levy income. This represents 20% additional funding to supplement the BID's budgets for city events, marketing, security and projects.



The BID Team

Being such a small team, we work together across a lot of projects and this year has been no different.



Cherry oversees the work of the BID making sure its activities are timely, effective and at the core of city centre business priorities. Cherry manages the BID on an operational level and balances this with the need for a strategic view of the city's future.



Shaun's speciality is social media, by being responsive and timely he has grown our audience and reach. He has expanded the Seaside in the City event to 3 days and retained the quality of the offer with little increase in costs. On a daily basis he manages the City Ambassador team and supports them to be the engaging, vibrant and helpful team they are.



Lucy remains dedicated to supporting the Pubwatch group and making sure we effectively represent the city centre evening economy; she also works tirelessly to ensure that crime and safety issues are tackled as a priority. Lucy is the driving force behind the Alternative Giving campaign, actively supporting the work to tackle homelessness in the city centre.



Our City Ambassador Team

Highlights from our fifth and final year of our first BID term

Clean, Safe and Welcoming

City Ambassadors

Building strong relationships is a strength of our City Ambassador team, they made over 5000 business visits each year and always ensure they impart appropriate knowledge of city centre issues and draw attention to marketing opportunities, events and BID activities. Our team's customer services skills are second to none, always going the extra mile to assist and guide visitors to the city and providing a friendly, reassuring and welcoming presence. Being vigilant, aware and responsive, the team perfectly complement the public surveillance undertaken by our full time CCTV Operator.

Night Guardians

We have always aspired to support our evening economy with a similar service to that of our City Ambassadors. City of Wolverhampton Council endorsed our aspiration to introduce the Night Guardian Pilot Scheme to support our pubs, bars, eateries, and venues and in doing so provided significant funding towards the pilot. The pilot enabled us to see how the Night Guardian service could work and how it would complement the Night Safe Haven and our Night First Aid service with the intention of introducing it in our second term as a core service, once successful at our business ballot.

The Pilot was considered a success by agencies and partners all who saw a positive opportunity by providing 2 Night Guardians from 8pm till 4am on weekends and for large city events. During this successful pilot, it now gives us the confidence to know that the Night Guardian Service would be a welcomed asset to a thriving evening economy.

5
YEAR
FACTS

Our Ambassador team on average have visited **6 businesses a day** over the past 5 years. That's approaching **30,000 visits!**



Night Guardian Samantha and the Slug & Lettuce Team

CCTV & DISC Crime Reporting App

Intelligence and information we gather from our CCTV Operator is fundamental in supporting the West Midlands Police Team in tackling business crimes including shop theft and damage to property. Whilst our crime levels are comparatively low for a city centre of our size that does not mean we can rest on our laurels. Our CCTV surveillance ensures we can proactively tackle and deter anti-social behaviour and crime.

Our City Ambassador team, Merrill our CCTV Operator and Lucy our Project Coordinator all actively update DISC our crime reporting app which has timely updates on any criminal or suspicious activity enabling businesses to respond and reduce the opportunities for them to be a target. The radio link scheme continues to be an incredibly useful tool in protecting our business community and membership remains at over 100 businesses.

Collectively with daily patrols, our local intelligence, insights and awareness, CCTV surveillance and partnership working, we provide a comprehensive and strong deterrent to criminal activity.

Glistening City Streets

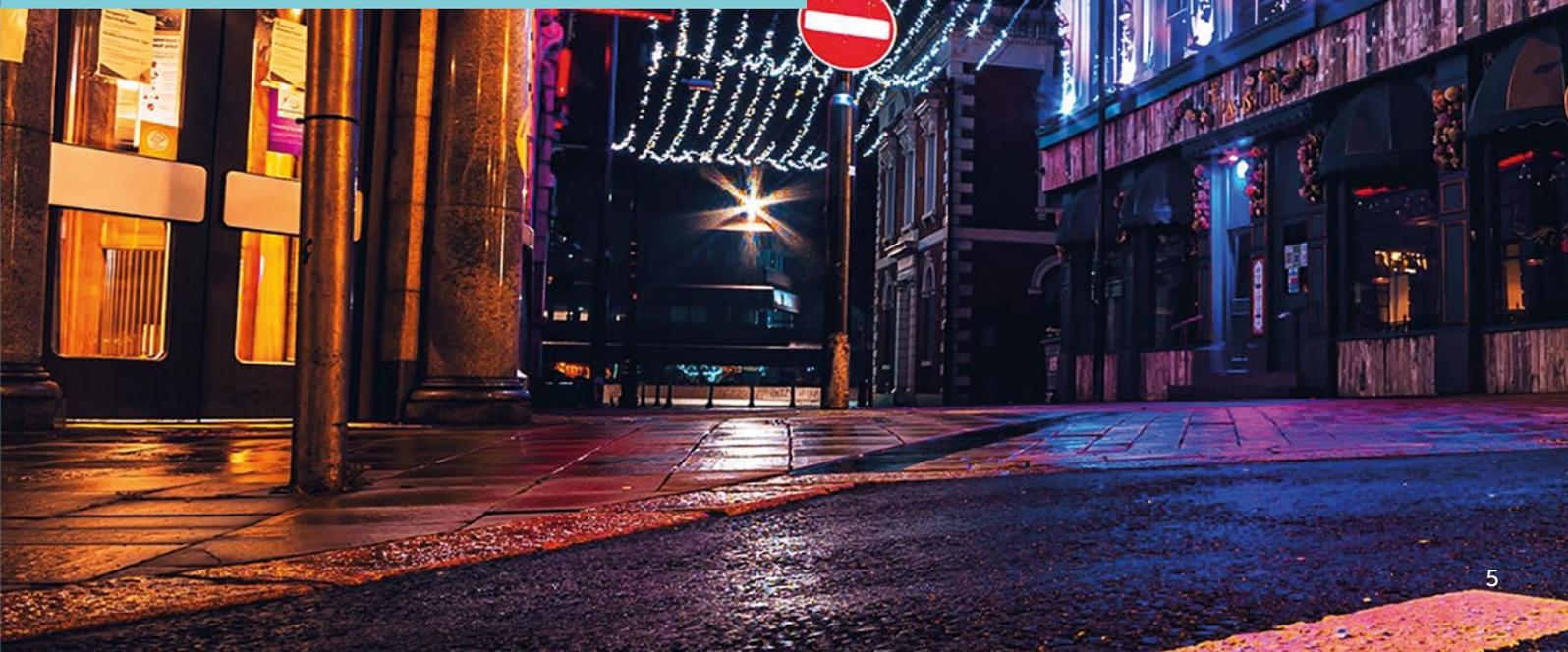
Focusing in 2019/2020 on our higher footfall areas of Dudley Street and Queen Square our contractor Ramora undertook overnight deep clean and jet washes to remove chewing gum and grime for our 2 main pedestrian areas over 6 nights.

Christmas Lights

Bigger and brighter than ever our 2019 Christmas lights adorned significant stretches of Lichfield Street, Darlington Street, Stafford Street, Snow Hill, Garrick Street, Market Street, Princess Square, School Street and Victoria Street. Alongside our canopy of lights at Exchange Street that is a permanent lit feature, our city looked bright and welcoming at our key gateways and on our core streets. We ensured that for Christmas 2019, our City Centre Christmas tree was well dressed for the season by purchasing additional sets of lights and dressing the safety banners with a welcoming and festive message.

**BID
FACT**

Our CCTV Operator has 31 cameras at his fingertips 5 days a week. Reviewing footage to support the police with vital data and imagery.





Wolverhampton City Centre Gift Card Advertising - Mander Centre

Marketing, Promotions & Events

New Enjoy Wolverhampton Website

With more and more people using mobile phones we needed to ensure our website was responsive and accessible. Launched in time for Christmas 2019 our new website is designed to ease and enhance user experience, maximise engagement and promote the city in a fresh and inviting way. Features include a city events diary, new business directory, promotions and events and city news. We also invested in the redevelopment of the BID business function of our website which presents our activities in a more friendly manner for BID businesses to access.

Funny Things Festival

We saw the Funny Things Festival in October 2019 as a great opportunity to attract people to a range of venues across our city centre and as main sponsor for the event we helped promote the festival to a wider audience, expand the programme to include a joke trail across 41 city centre businesses and despite the weather, attempted to bring the cinema to Queen Square for screenings of Ghostbusters and family entertainment from 26 October to 2 November 2019.

Easter 2019

More and more businesses want to be part of our Easter Egg Hunt each year which attracts over one hundred families to hunt the 28 large, decorated eggs. It always proves fun for all the family to find the eggs during the Easter half term, helping to drive footfall.



Scouting For Girls - Enjoy Live 2019

**BID
FACT**

Over 100
businesses
accept the Enjoy
Wolverhampton
City Centre Gift
Card

**5
YEAR
FACTS**

Attracted over
60,000
people to our
seasonal city centre
events programme –
building attendance
year on year.

Enjoy Wolverhampton Live! 1st June 2019

With another amazing line up a children's favourite Andy Day – CBeebies entertainer and a line-up that culminated with Scouting for Girls we saw attendance across the day reach over 10,000. 2019 saw us introduce a second 'community' stage this year in partnership with Signal 107, which brought live, local acts to the stage to complement the evening concert line up.

Six stalls were taken by our city centre food & drink businesses and the University to raise their awareness and reach the bustling audience. In the build up to the event the traction on social media grew to reach over 94,000 on Facebook and Instagram between the 10th May 2019 and 1st June 2019.

enjoy
wolverhampton
Live!

ANDY DAY
CHILDREN'S TV STAR
LIVE ON STAGE

FREE FAMILY EVENT

PLUS LOTS MORE THROUGHOUT THE DAY!
10AM UNTIL 5:30PM - NOT TO BE MISSED
QUEEN SQ. WOLVERHAMPTON
SATURDAY 1 JUNE 2019



Macmillan Coffee Morning



5
YEAR
FACTS

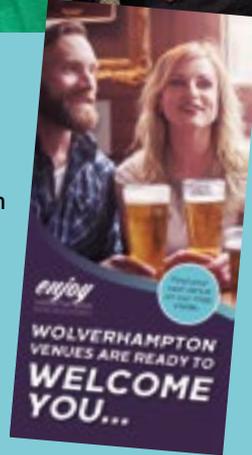
We've built up
11,520
followers
on social media
over the past
5 years.

We are now well
known for our
free family events
especially...

Enjoy Live!
Seaside in the City and
Santa's Grotto.

Darts Grand Slam

Appreciating that the Civic Hall was not able to host the 2019 Darts Grand Slam we didn't want our city centre businesses to miss out on custom from visitors to the event which was temporarily being held at Aldersley. We produced a pubs, bars and venues map to reach all attendees and provided 4 promoters to welcome and direct people to the city centre from the event's transport on the 4 busiest nights of the Darts programme between 4th and 17th November 2019.



Freshers

Each year we welcome new university students to the city centre and want to be sure they know how they can enjoy Wolverhampton. We attended each Wolverhampton University Freshers Fayre across November at Walsall, Telford and Wolverhampton to ensure new students are familiar with all the shops, pubs, bars, restaurants, and services our city has to offer. We also make sure they know about our Late-Night Safe Haven for their nights out.

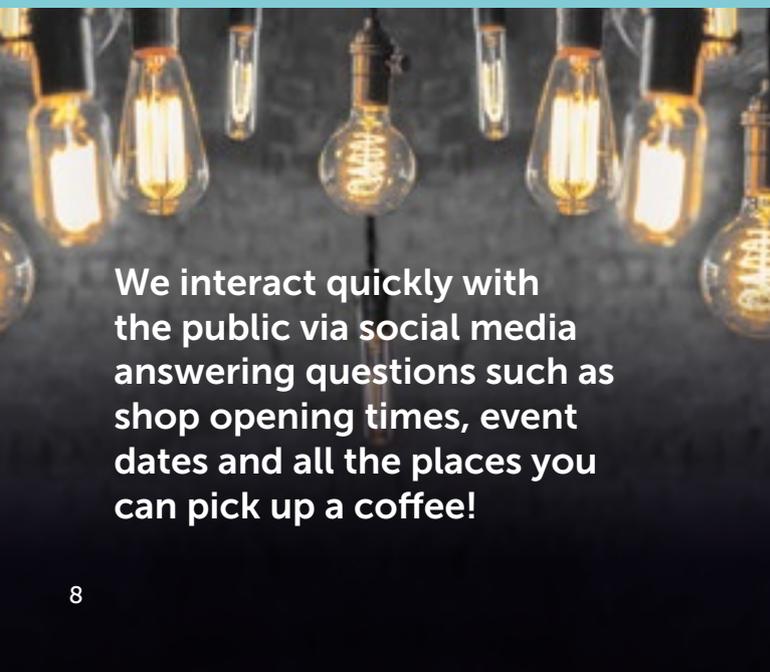
Macmillan Charity Day

This event pulls together our amazing businesses who never fail to support this charity. TCM trailers supplied the trailer positioned on Queen Square for the day along with tables, chairs, a fridge, water and an urn for all those coffees sold to raise money. Boots held a raffle, helped staff the event and supported with donations of prizes. In total the amount raised was a whopping £2,084. Wulfrun Wools, Duke of York, Pound Bakery, M&S, Virgin Money, K Teas Cakes and Wulfrun Centre provided cakes, tea, coffee, milk sugar etc and BID staff baked cakes to ensure there was enough for everyone.



Seaside in the City

This event held in the August sunshine never ceases to bring families to enjoy the sun, sand and feel of a seaside resort in Queen Square. The event was extended in 2019 to 3 days, making the most of the BIG city centre beach and successfully attracting over 6000 people which represents an increase of 200% from our 2018 attendance figures. With a captive event audience we promoted a full range of offers from city centre eateries, shop and services and encouraged people to stay and enjoy our city centre. Seaside in the City's social media campaign reached over 73,000 in the 3 weeks build to the event.



We interact quickly with the public via social media answering questions such as shop opening times, event dates and all the places you can pick up a coffee!

Christmas 2019

Santa's Grotto was visited by 2830 children and their families, the Mander Centre very kindly provided the location and once again Santa was made very welcome along with his band of Elves. Our Grotto pricing strategy remained competitively priced to attract people to visit our city centre rather than other centres in the locality.

"A City in Lights" Festive City Marketing

Reaching 1.4 million people across all of our communication platforms over a 6 week period, our promotional activity included; city advertisements on bus rear, bus interiors, large billboards at key Midlands road junctions, across telephone kiosks in local centres and at advertising sites across the city. All containing the message "A City in Lights" – with a link to find all city centre Christmas activity on our website.

Our print media during the festive period included features in Wolverhampton West, Select Magazines for November and December & Raring to Go School magazine for Wolverhampton & South Staffordshire. The readership of these 3 magazines reaches 120K people.

21,959 Festive City Guides were distributed via the Express and Star, distributed to key community buildings and hand delivered to retailers, businesses and venues including both our shopping centres by our City Ambassadors. Making sure we reached listeners far and wide we secured 112, 30 second adverts on Signal 107 throughout December 2019.

Enjoy Wolverhampton Gift Card

Over 120 businesses have embraced our city centre gift card scheme by accepting it as a form of payment in their business. Whether it be a retail shop, jewellers, pub, bar, independent or national brand if it supports and keeps spend in our city, that's our aim. The range of businesses that have joined the scheme offers a great gift as they can choose how they spend it across a whole range of shops and services. The City Council have supported the scheme by offering the gift card as an employee long service award.



**BID
FACT**

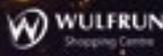
Over 5 years our footfall counters have recorded over 252 million feet coming through our city centre, giving us daily insights into trends and patterns and measuring increases in footfall from our city events.

**BID
FACT**

Over 600 City Centre employees from 97 businesses save a massive £1080.00 a day on employee parking through the BID!

FREE PARKING

**EVERY SUNDAY BEFORE CHRISTMAS
AT THE MANDER CENTRE & WULFRUN CENTRE NCP**



Lower Travel Costs for Visitors and Employees
Working alongside National Express with the role out of their Travel Portal we were working together to ensure visitors and employees in our city received the lowest bus fares.

Employee Parking Savings
City centre businesses make use of the preferential parking rates negotiated by the BID to remain competitive and secured in partnership with Wulfrun Centre NCP.

Free Sunday Parking for December 2019 at Mander Centre and Wulfrun Centre NCP

Working with NCP, Wulfrun Centre & Mander Centre, Wolverhampton BID brought free parking on the 4 Sundays prior to Christmas Day 2019. This saw an uptake of our free parking offer increase by over 200% from 2018 bringing more and more people to shop and stay in the city centre for longer. Our free parking offer was publicised via the Express and Star, on Facebook, Instagram & Twitter and on enjoywolverhampton.com

**5
YEAR
FACTS**

Our Free Parking on Sunday's before Christmas for the past 3 years has welcomed **12,652 shoppers** festive shoppers to the city centre.



WIRE Awards - Business Support

We held our first two WIRE Business Support sessions in September 2019.

These sessions were delivered to complement our Biennial awards scheme. Delivered in a free and easy to digest format, in partnership with:

- Wolverhampton City Council
- Wolverhampton Business Solutions Centre
- Daw White Murrall Accountants
- Lloyds Bank
- Cybercrime specialists
- Marketing advice from Depict Creative
- Councils' Regulatory Services
- Fire Safety by Thomson Group
- First Aid for Business by Derbyshire Light Medical

A Business Voice

Much of Cherry's time was spent ensuring that at all relevant forums the city centre is at the top of the agenda, always pushing for further investment and the right level of support. Being at the heart of the dialogue regarding potential government funding through Future High Street Funding bids and Towns Deal and remaining a member of the City's Economic Growth Board proves an essential part of Cherry's role.

City Tasking

Lucy our Project Coordinator attended the City Tasking forum to be sure that issues including homelessness and anti-social behaviour are responded to as a priority with each stakeholder in the city taking an active and responsive approach.



Homelessness Forum

Lucy retained a presence at these meetings to ensure we actively support people into long term accommodation - joining up any sightings or awareness of rough sleepers with the appropriate agencies to make sure they have access to the right support and accommodation. The pandemic has heightened the importance of this work even more and the BID retained an informative and supporting role in the effort to provide emergency accommodation for homeless people during the first lockdown.

Retailers meetings / Pub watch meetings

Ensuring our businesses are aware of city activities, events, regeneration activities and business support is a fundamental part of our role. We plan regular retailer, business and pub watch meetings so that up to date information can be shared. We take the opportunity to develop our service via feedback from these groups and ensure that business representatives are aware of city and BID activities and opportunities.

**5
YEAR
FACTS**

The BID team regularly attend over 8 city forums, ensuring we provide a strong and representative voice and driving forward city centre improvements.

Our Fifth Year



During the final year of our first five year BID term we expected BID levy income to be £489,500. We acknowledged that like in previous years this might decrease during the course of the year and planned our services accordingly around a budget of £436,400. During the year the levy collectable fell to £431,169.84 which meant that projects were reviewed further to ensure that our expenditure did not exceed income.

We had, as in previous years anticipated attracting additional income from promotional space activities sponsorship and partnership working to an anticipated amount of £80,000. This however was not realised as activities during the last quarter of 2019 to 2020 reduced somewhat significantly as we headed towards a global pandemic we saw promoters and sponsors behaving more cautiously and making less bookings.

Additional income from our MRS Radio link scheme equated to £35,231 and our income received from promotional activities equated to £26,559.22. This brought us a total of £61,790.22 which represents a £20,000 reduction in additional income from the previous years, it does however represent a 14.3% uplift in income.

We saw a slowing down of activities in the last quarter of the financial year 2019 / 20 where we were frugal with our resources because of a looming pandemic. Due to a billing timing change from our previous five years which saw our annual income arrive 3 months into the financial year we have always operated at a 3-month lag. Plans to spend the remaining budget within the last 4 months of our first 5-year BID term proved difficult due to the uncertainty of a successful ballot outcome and due to the impact of the coronavirus pandemic. Reserves of £150,000 were agreed by the BID Board to be retained and transferred by the BID to the second BID five-year term, which has assisted in supporting the BID's finances through the last 6 months.

Thank you to the 78% of businesses who voted YES in the ballot for a second BID term for Wolverhampton City Centre!



A New BID Term - 2020 to 2025

Projects and Activities 1 April 2020 – 31 March 2021

The successful and diligent operation of the BID company through its first five years, along with its support from and acknowledged utility to levy-paying businesses, placed it in a strong position to face the challenges which the city faced from March 2020 onwards as the pandemic unfolded.

As well as continuing to operate appropriately and to deliver key services throughout lockdown, the BID set about revising its plan of activity to support the Recovery of the High Street from June and to reflect changing priorities for business support. This continued in a context of disruption

to the collection of levies resulting from the closure of many business premises during lockdown. This placed an additional emphasis on considerations of both cash-flow and budgetary control for management alongside practical pressures on planning imposed by evolving local restrictions.

The BID has remained active during the pandemic and has found itself rightly at the forefront of city centre discussions regarding the impact of successive lockdowns on city centre levy payers.

Our Planned Budget for 2020/21

The levy due in 2020-21 was estimated at £536,230, taking into account the changes to the levy rules of the new BID which came into force on 1st April 2020 the following changes were applied:

- If your business has a Rateable Value of £10,000 to £25,000 the levy will be £160 per year.
 - If your business has a Rateable Value of over £25,000 the BID levy will be calculated at 1.5% of the rateable value. (No single hereditament will pay more than £17,500 per year)
 - You will receive the BID's annual levy bill earlier in the year – this is to make sure bills are issued for the start of each financial year.
 - Your bills will be based on the Rateable Value of your business on the 1st April each year.
 - The BID area was expanded to include hotels and businesses across a wider city centre area to support a longer stay and thriving evening economy.
- The total amount of expenditure in 2020 was expected to be £616,230 with the additional £80,000 income being met from promotional activities and sponsorship of events.

Planned expenditure for 2020/21 is outlined as follows across our 4 key priorities.

The figures reflect business feedback and priorities from our business plan consultation during the summer 2019.



Expenditure across our core 2020/21 costs were planned as follows:



*(*This includes the costs of additional software for the new BID billing process in year 1)*

At the time of writing this report we appreciate that these budgets have been adapted to reflect a significantly delayed and lower than anticipated levy income due to the Coronavirus pandemic. We have received close to 48% of our levy income expected and delayed our billing reminder stages to sympathetically reflect the challenges faced by businesses.

We recognise that we are unable to deliver a proportion of our events and activities including our Enjoy Wolverhampton Live and Seaside in the City event, and we have not been in a position to start our new Night Guardian Service. Our City Centre Recovery Plan sets out how we responded during early stages of the pandemic, how we worked to support the re-opening of the city centre after the first lockdown during the summer and how projects have changed in response to longer term dynamics of the pandemic.



Although this report reviews the financial year ending March 2020, given the exceptional circumstances continuing through the rest of 2020, this overview of activity so far during the current year has been included for reference.

Enhanced Events programme for 2021 / 2022

We wait with anticipation to help bring footfall, families and fun back to our city centre with our Enjoy Wolverhampton Live, Seaside in the City, Easter Events and Christmas Grotto. In the meantime we have embraced safe distanced events.

Monster Hero Safari x3

With different Covid restrictions in place throughout the year we have been incredibly limited in the types of activities and events we can safely undertake. The Monster Hero Safari trails have been held over the Summer, during the October Half term and included our planned Christmas Spirit Trail, the events characters have changed for each season and are interactive using a mobile handset. Each event has encouraged families to visit our city in a safe manner and in promoting the event via our social media channels and website we have maintained a positive and fun way for visitors to continue to engage and visit the city centre when this has been appropriate.

Customer Confidence

In order to give customer confidence and reassurance we have supported the Council in the promotion of their Covid Compliance business scheme. Where the City Council have recognised businesses that make changes and adapt their business to be Covid Safe we have promoted these businesses, acknowledging them in our social media advertising and on our business directory.

We have used our Enjoy Wolverhampton website and social media pages to ensure positive and continued messaging to clearly and effectively communicate city centre activities during the pandemic. Whether this is to advertise an individual businesses new 'Click and Collect service, or whether it be an announcement of the reopening of the high street on the 15th June we remain relevant and engaging to our city's audience.

Monitoring Footfall - A Real Insight

Understanding how our city has responded to the coronavirus pandemic and business restrictions we have measured how our city footfall has fared against UK and regional figures. Whilst we normally use this data to record how many people we have attracted to events and to highlight trends, at present patterns of footfall have been the opposite of what we have all hoped for this year but at least we have a good indication that our city centre residents and visitors have been following the restrictions.





BID Covid Recovery Response continued

Shop Appy

When we have not been able to hold our WIRE awards programme we have instead investigated a number of options to get our independent businesses trading online whilst many are not able to open their doors and trade in the usual way. To date 26 independent businesses feature on our Shop Appy Platform, taking advantage of the subscription funded by the BID. Shop Appy gives customers the option to Click and Collect, browse, and buy online. We hope to encourage more people to take advantage of the free subscription to the platform whilst we face the challenges of responding to the government tier restrictions and national lockdowns.



Shop Local

The 'Shop Local' message is always central to our objectives and during the reopening of the High Street in the summer we developed our own 'Shop Local' marketing campaign to attract customers back to the high street shops, hairdresser and eateries. During our second lockdown we have adapted our messaging and have encouraged people to Shop online via our Shop Appy pages. Most recently we have joined forces with the City Council, Bilston BID and Wolverhampton Community Radio to create the city wide Shop Local campaign which gives businesses a further online platform for its customers to access.

Gift Card – Corporate Opportunities

Selling the gift card ensures money is spent locally, helping to keep spend in the city. If we can attract more businesses to sign up to gift the card for staff rewards, incentives or long services / retirement gifts then we will be supporting further spend in our city centre shops, restaurants, salons and businesses. We will develop a campaign that seeks to attract and secure sales from larger Wolverhampton employers across the city area and emphasise the need to shop local.

Securing Investment in the City

Wolverhampton BID has been and remains a key partner in supporting all future regeneration opportunities whether it be for the government funding available through the Future High Street Fund – which hopes to bring the Westside Link project forward, connecting the heart of our city with new developments or the Towns Boards development of the Town Investment Plan submitted to the government in July for a bid of £48 million much needed Investment.

Clear Business Communication

Our priority has been making sure our businesses have the most up to date information on available grants and business support. Updating our website regularly with timely Government information and links to the Council's Wolves in Business pages has been an essential task. We have emailed businesses directly with any information relating to business grants and always take a personal approach to making sure any questions relating to grants are answered in a timely manner. With the impact on our hospitality sector we have pushed for timely Pubwatch meetings to enable a forum where our licensed venues have access to the correct information, restrictions and Covid measures.

The BID Board of Directors



Board membership has altered slightly from our previous year through personnel changes in some of our larger retail stores meaning some representatives are no longer in the city. We especially take this opportunity to thank Debbie Eggerton for her commitment to the city centre and long-term support of the BID.

We remain a representative group of businesses across all business sectors that you find in the city centre and the Board has strong and responsive leadership through BID Chairman Iain Watkins.

Details of all of the BID's services & projects along with our Covid Recovery Plan can be found at: enjoywolverhampton.com/bid



Iain Watkins - BID Chairman



Alison Westwood:
BID Legal Director



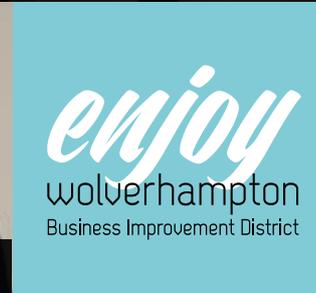
James Thomas Horton:
BID Marketing Director



Richard Scharenguivel:
BID General Retail Director



Sham Sharma:
BID Night-time Economy Director



Sarah Thomas West:
BID Crime & Safety Director



John Henn:
BID Independent Retail Director



Steve Morton:
BID Access and Parking Director



Chris Bourne:
BID Finance Director

Closing Remarks

At the time of writing the annual report we are just about to emerge from the second national lockdown. We appreciate what a troubling time this is for all of our city centre businesses. We recognise that the pandemic has affected some sectors more than others, but it has touched us all. We see time and time again how our city centre businesses have embraced challenges that the pandemic is throwing our way and hope to continue to support the city as we emerge from the pandemic. Working together we will emerge stronger and brighter.

Cherry Shine

Wolverhampton BID Director





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Business Improvement District



Wolverhampton Business Improvement District (BID)

Suite 1, 176 – 178 Stafford Street, Wolverhampton, WV1 1NA

Tel: 01902 710903 • Email: info@wolverhamptonbid.co.uk

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Berry Street Woolpack Street Broad Street Birch Street Market Street Blossoms Fold
St Peters Close Church Street Clarence Street Townwell Fold Convent Close Corp
John's Arcade Fold Street Garrick Street Hampton Walk Jack Hayward Way (South) Farm
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