



Worcester BID

Annual Report 2013/14

shop eat play | live worcester

This document explains what has been achieved by the Worcester Business Improvement District (BID) in Worcester during 2013/14, our fourth year of the five year term.

In October 2009, Worcester city centre businesses with a rateable value of over £7,500 (at that time) voted to establish a BID (73% voted in favour by number and 79% voted in favour by rateable value) and implement the proposals set out in the Business Plan (see www.worcesterbid.com for a copy). The proposals are funded by a BID levy on the rateable value of a property which is over the £7,500 threshold and located within the defined BID area (see right).



There are 5 strategic objectives:

- To help **spread the word** about Worcester and its businesses
- To improve **safety and security**
- To improve **accessing and navigating** the city centre
- To make the BID area more **attractive**
- To **lobby** on behalf of businesses on issues that matter the most to you

This document sets out what activities have been taking place under each of these objectives.

The Worcester BID Board 2013/2014

The board consists of non-Executive Directors who all give their time voluntarily and are evenly spread across the city and each represents their specific business sector.

- **Nicki Williams** (Chairman) - Corporate Director, Finance and Resources, Worcester College of Technology – representing the Financial sector
- **Erica Burlace** (Vice Chairman) - Shopping Centre Manager, CrownGate Shopping Centre (The Crown Estate) - representing Property Owners
- **Stuart Bailey** - Director, Thomas Guise Solicitors - representing the Professional sector
- **John Kendrick** - Shopping Centre Manager, Cathedral Plaza (Salmon Harvester) - representing Property Owners (resigned November 2013)
- **Robert Higham** - Secretary, Worcester Diocesan Board of Finance - representing the Professional sector
- **Dean Hill** - Owner, Tramps Nightclub, Mode, Velvet Lounge - representing the Tourism / Leisure sector
- **Marijan (Maz) Madzarevic** - Owner, Keystones (Cafe Bar) - representing the Tourism / Leisure sector (resigned June 2013)
- **Inspector Jan Heritage** - Inspector, West Mercia Police - representing Public Agencies (resigned June 2013)
- **Councillor Adrian Gregson** - Leader, Worcester City Council - representing Public Agencies (appointed November 2013)
- **Anne Perkins** - Owner, Ginger Pig, Copenhagen Street, Worcester - representing the Independent Retail sector (resigned July 2013)
- **Tim Evans** - Owner, Superdrome Toys & Games - representing Independent Retailers
- **Alison Pickerill** - Marketing Manager, Peplow Jewellers - representing Independent Retailers (appointed September 2013)
- **David Sutton** - Cleaner and Greener Manager, Worcester City Council - representing Public Agencies
- **Deborah Thompson** - Former Area Manager, Boots - representing VisitWorcester
- **Amanda Savidge** - Director, Museum of Royal Worcester - representing the Tourism / Leisure sector and VisitWorcester (appointed July 2013)

Welcome from the Worcester BID Board of Directors

Welcome to the Worcester Business Improvement District's (BID) fourth annual report. 2012/13 was when Worcester BID delivered a number of new projects, some through choice and another, in the case of the devastating floods, by need. The nation's media descended on Worcester in mid February during the floods and it quickly became apparent that we need to pull together to ensure that Worcester was conveyed as being open for business. Cue our hugely successful social media campaign which gained huge exposure and helped to ensure that the loss of trade was far less than it could have been and to try and get the city's businesses back on their feet quicker than in the aftermath of July 2007's floods.

The BID team also organised the Riverside Arts Market and Worcester Motor Festival events for the first time in line with our Business Plan commitment to 'deliver a series of high quality events...including making more of the riverside all aimed at increasing footfall and enhancing the customer's experience'.

The long awaited fingerpost signage project got underway and the 48 new signs will all be installed this summer to ensure that customers are fully aware of our commercial areas, many streets of which had never been highlighted by such signage before. Other new projects included a Coach Driver Incentive Scheme, subsidised adverts for eating out establishments and accommodation providers, developing our new website www.worcesterbid.com, producing a new events leaflet and wallplanner to help promote city centre events, and funding Pubwatch Online - a new means for licensed premises to share intelligence. All of this was done in addition to the ongoing projects which are highlighted in this Annual Report.

Our relationship with partners and key stakeholders remains extremely strong and through the successful delivery of projects, increased respect for the work that the Worcester BID has undertaken and what it can do has ensued.

With the BID now in its final year, we will have delivered all of the projects that businesses stated that you wanted when the consultation took place on 2009/10. In that time we have delivered 46 different projects all with the aim of improving trading conditions for the levy paying businesses. Whilst this report reflects on the past, we are keen to develop many of these projects further in 2014/15 and with the BID ballot for a second term in October 2014, beyond then as well.

Please get involved, after all, it is your Worcester BID!



Worcester BID

Annual Report 2013/14

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2013/14 BID employees:

- **Adrian Field** - BID Manager
- **Hazel Shephard** - BID Co-ordinator (30 hours p/w)
- **Nadja von Dahlen** - Marketing and Events Officer
- **Jack Hince** - Crime Reduction Manager (20 hours p/w)
- **Cheryl Norfolk** - CityNet Administrator (20 hours p/w)
- **Lewis Yardley** - Apprentice (30 hours p/w) (started February 2014)
- **Michelle Payne** - Street Ranger
- **Karl Turner** - Street Ranger (22.5 hours p/w)
- **Martin Clews** - Street Ranger (started June 2013) (15 hours p/w)
- **Charlotte Moulton** - BID Levy Administrator (18.5 hours p/w) (resigned January 2014 and role now contracted out)

Casual Street Rangers employed: Stephanie Loomes, Eliot Langfield

Worcester BID Marketing Sub Group:

- **Erica Burlace** - Centre Manager, CrownGate Shopping Centre - representing Property Owners
- **John Kendrick** - Centre Manager, Cathedral Plaza (Salmon Harvester) - representing Property Owners (resigned November 2013)
- **Dean Hill** - Owner, Tramps / Mode / Velvet Lounge - Tourism / Leisure
- **Roy McDonald** - Marketing Consultant, Diglis House Hotel - Tourism & Hospitality
- **Ed Nixey** - Owner, Source Design and Print - Retail / Business to Business
- **Alison Pickerill** - Marketing Manager, Peplow Jewellers - Independent Retail
- **Adrian Field, Hazel Shephard, Nadja von Dahlen** - Worcester BID

Each of the 5 objective areas has projects within them which the BID must carry out during its 5 year term. The objectives within these and the details on the progress of the projects undertaken in year 4 (2013/14) are outlined below:

Spreading the Word



Objectives:

- To put Worcester on the map and tell people what we have to offer
- Create more events to attract customers and to promote them more
- Promote our wonderful independent businesses
- To offer employees incentives to make use of our businesses in the BID area



We are very grateful to the BID for giving us the opportunity to exhibit at the Arts Market. The event proved very popular and the atmosphere and venue were great.

Frank Edwards
Owner
Brimstone Gallery and Gifts
Reindeer Court



Riverside Arts Market

Key Achievements in Year 4

- For the first time, Worcester BID delivered the Worcester Motor Festival in association with the Worcester News. The 2013 event attracted **12** dealerships and **60** vintage cars to **6** pedestrianised streets in Worcester city centre. The event led to an increase of footfall of **34%** on the previous week and **27%** on the same day in 2012.
- Uniquely Worcester, our campaign / event to promote independent businesses in the city centre ran in October 2013 with **60** businesses across all sectors taking part and promoted through a 52 page production entitled 'Your Little Book of Big Offers'. This was circulated to **50,000** households and businesses. We also supported independents by working with the local media to promote the reasons why such businesses are so important.
- The BID Employalty Card continues to run with **89** businesses now signed up with offers and **2,689** employees of BID businesses taking part. Businesses include independents and nationals across all sectors.
- Worcester BID delivered the Riverside Arts Market on 3 Sundays in August as part of the Worcester Festival. The event had a total of **41** stalls including 4 BID businesses who exhibited their goods for free.
- We worked with the Worcester Music Festival once again to deliver the Big Busk event which had **22** performances delighting the crowds in **5** locations in the city centre.
- Coverage of the BID's activities and opinions were extremely well documented in 2013/14. Aside from the flooding #open4business social media campaign (see United Voice) we undertook **89** printed press articles, **14** radio interviews and **2** TV appearances.



Student Offers Leaflet

Worcester BID new website homepage and 2013 Christmas brochure



■ We led on the city's Christmas marketing campaign aimed at attracting locals and visitors to spend their money in Worcester. We produced a 16 page Christmas magazine which was sent to **30,000** households, advertised in the media at train stations, phone boxes and bus backs, and through the businesses themselves. We also produced **50,000** golden tickets for the public to win prizes if they bought goods and services from BID businesses.



■ A new website was completed specifically for Worcester BID - **www.worcesterbid.com** contains all the information and news related to our activities

■ We exhibited at the University of Worcester's Freshers' Fair having produced a leaflet highlighting offers that students could benefit from with **63** businesses getting involved (55 in 2011/12) - this proved so popular that a reprint was required. Window stickers also helped them to show where the offers were located. We also participated in CrownGate Shopping Centre's popular Student Takeover event to help promote the city and its businesses.

■ **110** businesses signed up to receive an independent Customer Service Assessment (often referred to as Mystery Shopping) in August / September 2013 as well as offering one for pubs and clubs in Spring 2013. This involved physical visits, phone calls and emails enquiries allowing any business sector to be assessed. This exercise was once again followed up with the Worcester BID Customer Service Awards where **10** category winners received a prize in front of over 120 people, as well as excellent post event publicity. Details of the winners can be found at www.worcesterbid.com



■ We undertook a Christmas Street Entertainment Programme on Saturdays between the Christmas Lights Switch On event and Christmas Eve with **10** performers offering **31** different performances. Entertainment took place in Friar Street, Pump Street, The Shambles, Reindeer Court, Broad Street, Angel Place, Cathedral Plaza, High Street, Chapel Walk and Friary Walk. Entertainment included circus performances, a classical singer, choirs, comedy juggling, face painting, caricaturist and living statues.

■ All businesses received a wallplanner for 2014 highlighting the events in Worcester being run this year to help them plan ahead. This was augmented by an Events Leaflet giving more information to the public on BID events in the year and event details on posters at the CrownGate bus station.



We were absolutely delighted with the overall win. The BID's commitment to raising standards of customer service is excellent and it raises the bar across the city centre so that we all benefit.

Stuart Wilson
Owner
House of Dogs
New Street

Spreading the Word (continued)

40,000
a
LEAFLETS DISTRIBUTED

Objectives:

- To put Worcester on the map and tell people what we have to offer
- Create more events to attract customers and to promote them more
- Promote our wonderful independent businesses
- To offer employees incentives to make use of our businesses in the BID area

- At the end of March 2014 our Twitter account had over **1,800** followers and it helped us to promote our activities and also to help spread the word about those of our BID levy paying businesses. We tweeted **1,600** messages. We emailed over **8,000** email addresses to promote Worcester's commercial offer at Christmas, and regular eBulletins continue to be sent out to employees of BID businesses highlighting the BID's activities and goings on in the city centre. We also have over **600** Friends on Facebook with whom we engage and inform.

1600
MESSAGES
TWEETED

- We provided all food related businesses with a free listing and **15** businesses had a hugely subsidized advert in the Chamber of Commerce's Eating Out Guide. Hotels in the Worcester BID also had a free advert in their Stay Guide.
- We also supported other partners' events in 2013/14 including the Museums on the High Street (MOTHS) parade, Young Enterprise Trade Fair, the Victorian Christmas Fayre, as well as Arts and Continental Markets.
- The Great British Summer Weekend event involved **100** businesses and the promotional campaign included **40,000** leaflets distributed through the Berrows Journal and key out of town sites, outdoor media (phone boxes and poster sites), newspaper and magazine advertising. Footfall on the Saturday was up **7.5%** on the previous Saturday and **25%** up on the Sunday on what was a scorching weekend. The event included side stalls, competitions, food taster trails, special offers and street entertainment.

100
businesses

THE GREAT BRITISH SUMMER WEEKEND
13th-14th July
Worcester

SHOP
Vintage at REINDEER COURT
Fashion & Gift SHOPPING
SPECIAL OFFERS
KIDS TOYS
HOME DECORATIONS

EAT
FOOD TRAIL ACROSS CITY PUBS, CAFES & RESTAURANTS
FOOD & DRINK TASTING sessions
FOOD & DRINK STALLS BY LOCAL BUSINESSES

PLAY
LIVE MUSIC and DANCE
Face Painting
DANCEFEST'S PASSEGGIATA
STREET ENTERTAINMENT
Side Stalls & GIANT GAMES
Photo Trail

for more information
summerinworcester.com
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Attractive City

The course totally delivered what was expected and needed. It was delivered professionally and is a must for city centre businesses to attend - after all it is free as part of your BID levy.

Andrew Grant
Owner
Andrew Grant Estate Agents
Foregate Street

Objectives:

- To improve the provision of Christmas lights to make areas more enticing and welcoming
- Raise the standards of Angel Place and the market and make it a more pleasant area
- To make the street furniture, streets and empty units more attractive by working with community partners
- To set up specific training courses based on demand to help improve the skills of employees at a subsidised rate



We were really pleased with the Christmas lights for the frontage to our premises. It helped to light up what is quite a dark street, made people look our way and they looked good and consistent with the many others in the city centre.

David Lloyd-Rumens
Owner
Sub Studio Photography
Copenhagen Street

Key Achievements in Year 4

- Christmas Lights were again installed **12** lamp columns in Foregate Street, The Cross and The Foregate as well as the **8** trees in Broad Street. We continued our successful scheme to offer bulk purchase internal lights for the window frontages of businesses and consequently supported **119** businesses. The bulk purchasing of the lights saved **£1,200** in total than if they had been bought individually.
- We continued to with the West Mercia Probation Trust use the free labour of those undertaking community service to smarten the street furniture in the city centre.
- We ran **3** Emergency First Aid at work courses for **36** employees of BID businesses. Everyone received a certificate for the accredited 1 day course which was free to BID businesses. Such is demand, we are running more in 2014/15.
- **40** businesses are now in receipt of high quality topiary balls which are available to businesses who have brackets to hang them from. We have also installed **20** planters in CrownGate Shopping Centre to add a touch of greenery to the business frontages.



Safer City

Objectives:

- To ensure that there is a welcoming physical presence for visitors into the city centre
- To do more to combat instances of theft and other anti-social behaviour both in the day and at night to ensure that people want to come to Worcester and will return having had a pleasurable experience



The BID Street Rangers have been great for my new business. They inform me of events and activities that I can get involved in and which are likely to impact on my shop so that I can plan accordingly. They have signposted me to the appropriate people to deal with queries and have used social media to help promote my offers. They have proved invaluable.

Yasmin Shouklaguy
Owner
23 Knots
High Street

Key Achievements in Year 4

- Our experienced BID Street Rangers continued to operate between 9am and 5.30pm Monday to Saturday and have been working since the BID started in April 2010 to act as the eyes and ears of the BID and liaise with businesses, report any damage or mess which requires urgent attention, meet and greet coaches with visitors to the city and carry out high visibility foot patrols with the aim of improving the visitor experience through excellent customer service.
- Taxi Marshals have also been in operation since April 2010, operating at the taxi rank in The Cross every Saturday night between 10.30pm and 4.30am on Sunday morning as well additional nights during Freshers' Week and in the run up to Christmas.
- We have free membership of CityNet and Nightsafe anti crime groups for **93** BID businesses for CityNet and **56** for Nightsafe. The BID Manager is on the Nightsafe Committee.
- We funded the purchase of Pubwatch Online, a tool for all BID businesses who are members of Nightsafe to access and share information on known troublemakers electronically in real time.
- The CityNet Co-ordinator has provided business crime advice and custom made training to **5** businesses and co-ordinated **40** CityNet members meetings to which any CityNet member is invited as well as Nightsafe members' meetings.
- Our dedicated Store Detective continues to work with many city centre retailers to combat criminal activity. They have detained shoplifters, provided evidence for prosecution and recovered thousands of pounds worth of stolen goods from shoplifters that they have detained.





A street ranger carrying out their duties



We are extremely grateful to the BID for funding Pubwatch Online which will undoubtedly make it easier for Worcester's night time economy businesses ensure that information is exchanged to make the city centre even safer.

Maz Madzarevic
Nightsafe Co-ordinator

Getting Out and About



Objectives:

- For customers and clients to return to their cars without being constrained by the time restriction on their parking ticket so that they can continue their meetings, shopping, eating and drinking by having the ability to extend stays by phone as well as to park with or without cash
- To have more details on the number of people in the city to see if trends correlate with businesses own, so that assessments on business performance can be made
- To make sure that customers know where businesses are and what they have to offer by improving pedestrian signage



The footfall reports provided give us a great tool to assess our own figures and trading performance in relation to the city as a whole. They are clear and concise.

Helen Large
Marketing and Events Manager
Museums Worcestershire



Key Achievements in Year 4

- Since we launched the RingGo Pay for Parking by Phone project in November 2010, it has been used **231,621** times by members of the public in the **14** city centre car parks which accept payment using your debit or credit card over the phone. In 2013/14, it was used **95,520** times, an increase of **32%** on 2012/13 and represents **11.4%** of all parking transactions. The BID funds the convenience fee cost from users wanting to extend their stay using RingGo, just the cost of the parking itself in a bid to get people to spend longer in the city centre and spend more. The Street Rangers have also spoken at a number of company team meetings about how the scheme works and how employees can help customers and their own business by explaining the system.
- We continue to work in partnership with NCP to offer **310** employees of BID levy paying businesses with the opportunity to pay just £3.30 a day or £56 a month for use of their Cathedral Plaza car park.



Total uses of
RingGoTM

71,918
2012/2013

95,520
2013/2014

- We have sent weekly reports to **67** businesses with details of the footfall in the previous week using our **4** cameras located around the BID area. This has helped us to look at the impact of events and for businesses to compare their own data with that of the city centre as a whole.

- We work with CrownGate shopping centre to offer employees of a BID levy paying business who also have an Employalty Card parking for £3 per day (Monday to Friday only). In 2013/14, **270** such employees had taken up this offer.
- Installation of the new fingerpost signs began at the end of March 2014 with the first one being erected outside Foregate Street. **48** more have been ordered after extensive work in 2013/14 to finalise the content and confirm suitable locations and will be completed in Summer 2014.
- We also piloted a Coach Driver Incentive scheme with **14** cafes / bars and restaurants working in partnership to offer drivers a £10 food and drink voucher if they bought coach parties into the city. The BID then refunded these businesses 40% of the amount spent. The Street Rangers also provided a 'Meet & Greet' service to the coach parties on arriving in Worcester by prior arrangement.





United Voice

Objectives:

- For businesses to have a greater influence on key issues which affect businesses and the city as a whole
- To reduce overheads by working together as a business community to get better deals through bulk purchasing
- To see the levy payers' financial commitment to the city centre matched by that of other stakeholders, particularly public agencies to help look at new regeneration projects
- To address the problem of gulls in the city centre and the mess that they cause



Sara Matthews
Marketing Manager
CrownGate Shopping
Centre

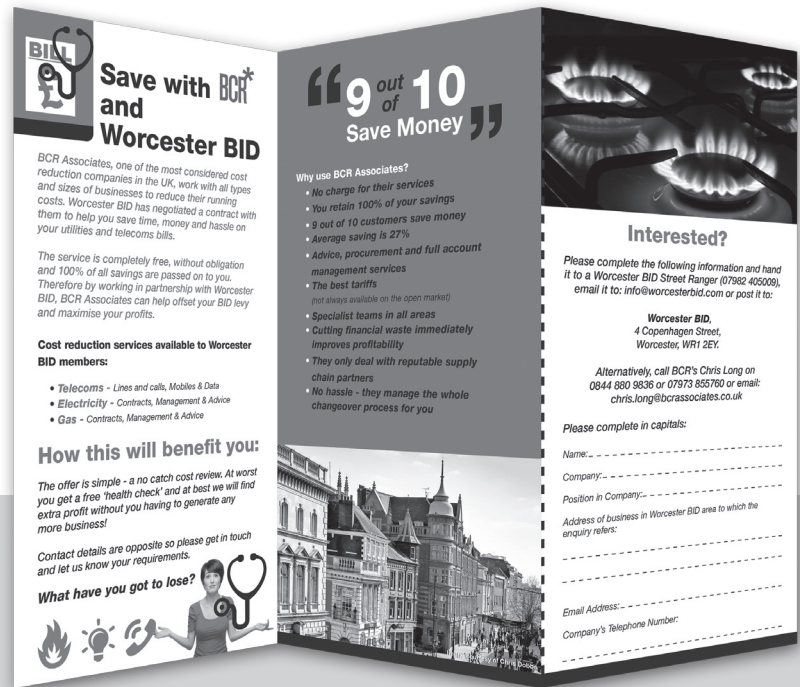
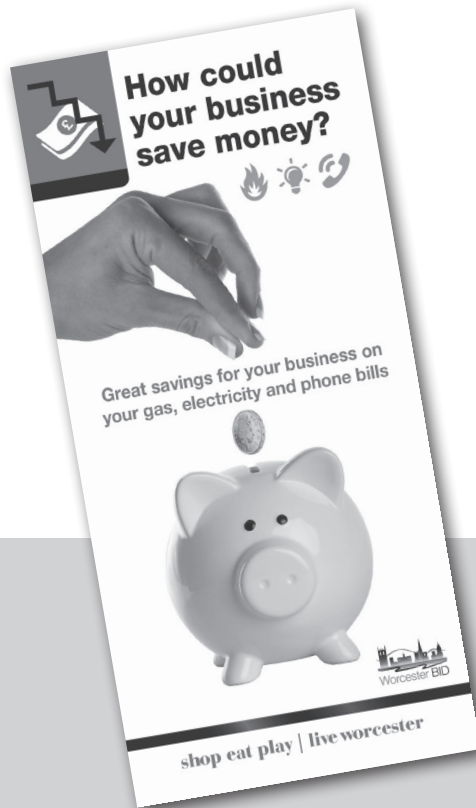
Worcester BID's promotion of the fact that the city and the hundreds of businesses within it were very much #open4business was fantastic and our tenants really appreciated their leading role. The fact that businesses were retweeting and demanding to be photographed for the campaign was a clear example of its effectiveness. Without doubt, if Worcester BID hadn't undertaken such an innovative, high profile campaign, the CrownGate's tenants would have suffered a downturn in trade far greater than they actually did and for a much longer period of time.

Key Achievements in Year 4

- Worcester BID led on the campaign to promote Worcester as being open for business during February's floods. A social media campaign was set up and positive messages were sent out with support from partner organisations. We appeared on **5** TV interviews, conducted **14** radio interviews and also met with key agencies on the Business Recovery Group to ensure that the damage to trade was kept to a minimum. We also lobbied for improved signage at roadblocks and advised on the City Council's parking offer.
- We continue to promote our scheme to help reduce the overheads of our BID businesses by looking at gas, electricity and telecoms bills.



BBC Midlands Today's Ben Sidwell reporting on our successful #open4business campaign



BCR utility savings scheme leaflet



- In 2013/14 we have obtained **£12,000** in voluntary contributions from the Crown Estate who own CrownGate Shopping Centre. This investment goes directly to the Worcester BID to spend on projects businesses want. We are extremely grateful for their continued additional financial support.
- We have attempted to deal with the overbearing noise that buskers have been making at times during the year which causes complaints from BID businesses. The lack of legislation has proved extremely frustrating for BID staff who are providing evidence to and seeking action from Worcester City Council's Licensing Committee to increase the powers to eradicate nuisance busking.



Due to an oversight by our previous gas and electricity supplier we had benefited from very favourable rates over the past two years and I was nervous of incurring a steep rise in costs. However, BCR Associates carried out a comprehensive assessment of usage and competitive charges and secured a two year contract. They were patient, helpful and highly professional in their approach and sought to make savings for us wherever they could; I can't recommend them highly enough!

Amanda Savage
Museum Director
Museum of Royal Worcester
Severn Street



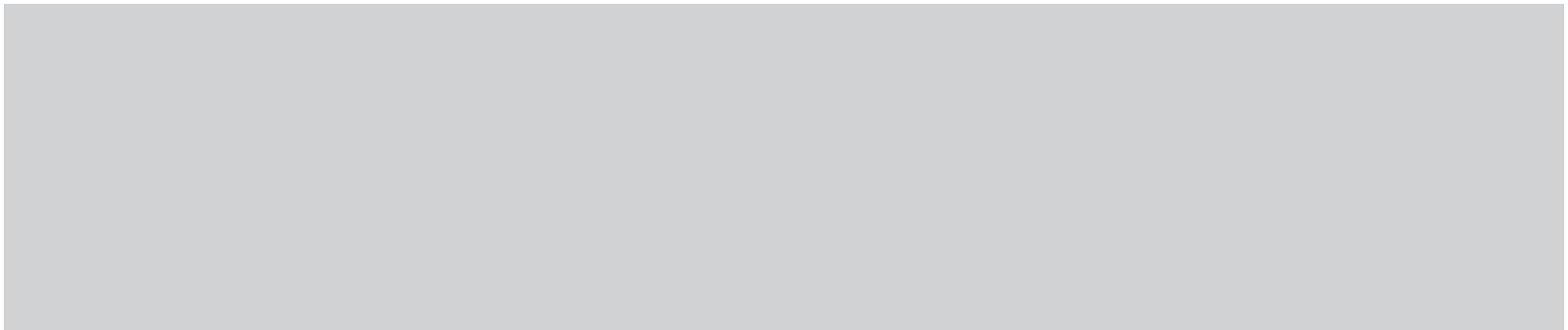
- We have met with organisations involved in the reduction of the gull population in Worcester, arranging site visits and informing them of specific issues. We hope that the agencies responsible for reducing numbers will continue to benefit from our lobbying and awareness raising.

Financial Summary

The table below sets out Worcester BID's financial position for the 12 month period 1st April 2013 to 31st March 2014.

Reserves carried over to 2013/14	£174,457
Income	£
Levies received less refunds	383,427
Voluntary contributions	1,097
RingGo Income	21,904
CityNet Income	3,074
Events Income	4,895
Bank Interest	41
Total Income	414,439
Expenditure	£
Spreading the Word	153,178
Safer City	106,888
Getting Out and About	50,115
Attractive City	24,411
United Voice	4,570
Management/Administration	81,003
Total Expenditure	420,165
Net Surplus	-5,726

Notes: At the time of printing (June 2014), the full audited accounts of the first year are not available. The management accounts have been used and full accounts will be available on request in accordance with the Worcester BID's Terms of Reference from July 2014 onwards.





Worcester BID

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Contact

If you would like to discuss any of the projects that the Worcester BID is undertaking or ways in which you may want to get involved, please contact the Worcester BID team:

Adrian Field	Head of Worcester BID
Nadja von Dahlen	Marketing and Events Officer
Hazel Shephard	BID Co-ordinator
Street Rangers	07982 405009

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