



Worcester BID

Annual Report 2011/12

shop eat play | live worcester

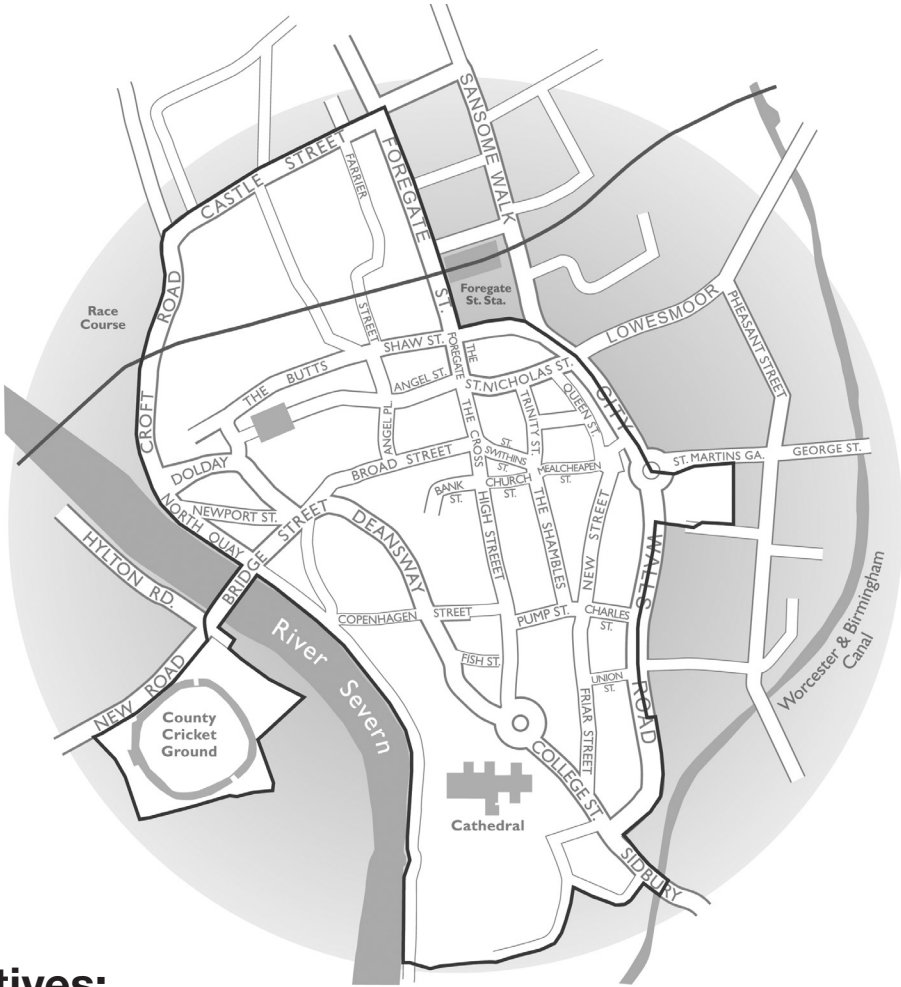
This document explains what has been achieved by the Worcester Business Improvement District (BID) in Worcester during 2011/12.

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 projects 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).

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

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



Welcome from
Chairman
Nicki Williams

Welcome to the Worcester Business Improvement District's (BID) second annual report. As this report shows, we have followed on from laying the foundations of many of the projects started in place. As you will see there are great examples of how the BID has helped individual businesses and the BID Directors hope that this will encourage even more firms to utilise the projects that the BID provides in order to help yourselves in such difficult trading conditions.

My highlight of the year was to be recognised nationally for the team's efforts in winning Association of Town Centre Management's (ATCM's) 'Outstanding Work by a BID or Partnership' category with our Employalty Card. As with any successful initiative we are looking to build on this success with the 'Loyal Worcester' business to business scheme which hopefully will encourage businesses to trade more with one another locally. I was also delighted with the response from businesses for the Customer Service Assessments and Awards Night as well as the savings that businesses had made by taking up our insurance project aimed at reducing premiums.

The Worcester BID is tasked with delivering projects that businesses stated that they wanted in the Business Plan so I would urge you all to get involved and consider the projects in place that could reduce your overheads, promote trade in the BID area, increase dwell time in the city, make Worcester look more attractive, safer and allow us to help lobby on your behalf.

Nicki Williams – Chairman



Worcester BID

Annual Report
2011/12

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The Worcester BID Board of Directors 2011 – 2012

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 (Land Securities) – representing Property Owners
- **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
- **Inspector Janet Heritage** – Worcester City Geographic Commander, West Mercia Police
- **Anne Perkins** – Owner, Ginger Pig, Copenhagen Street, Worcester – representing the Independent Retail sector
- **Marie Taylor** – Owner, Polka Dot, Reindeer Court, Worcester – representing the Independent Retail sector
- **David Sutton** – Cleaner and Greener Manager, Worcester City Council – representing Public Agencies. Currently an observer with a view to being Director.
- **Deborah Thompson** – Area Manager, Boots, High Street, Worcester – representing the Major/Multiple Retail sector
- **Andy Wood** – Director, Rabjohns (Accountants) – resigned June 2011
- **Philip Kear** – Marketing Director, Mountain Shack – resigned April 2011
- **Susie Lowe** – Manager, Boston Tea Party – resigned April 2011
- **Maggie Huckfield** – Store Manager, House of Fraser – resigned January 2012

2011/12

BID employees:

- **Adrian Field** – BID Manager
- **Hazel Alley** – BID Co-ordinator (30 hrs p/w)
- **Emma Price** – BID Levy Administrator (18 hrs p/w)
- **Eliot Langfield*** – Street Ranger (Mon-Tues, Thurs-Sat)
- **Kerry Hughes** – Street Ranger (Weds-Sat)
- **Colin Merrison** – Street Ranger (Mon-Weds)

*Eliot Langfield, Street Ranger resigned in September 2011 and was replaced in October 2011.

Mike Blissett was employed as a Casual Street Ranger from October 2011.

Signage Sub Group:

A group has been set up to assess the requirements for the new pedestrian fingerpost signage. In 2011/12 it comprised representatives from the Worcester BID, Worcester City Council, VisitWorcester, Worcester Civic Society and Worcestershire County Council.

Worcester BID Marketing Sub Group:

- **Erica Burlace** – Centre Manager, CrownGate Shopping Centre – representing Landlords
- **Dean Hill** – Owner, Tramps/Mode/Velvet Lounge – Entertainment and Leisure
- **Roy McDonald** – Marketing Consultant, Diglis House Hotel – Tourism & Hospitality
- **Kelly Lyons** – Marketing Manager, Rabjohns – Professional/Office Sector
- **Ed Nixey** – Owner, Kall Kwik – Retail/Business to Business
- **Rachel Gowers** – Head of Marketing, Worcester College of Technology – Education
- **Maggie Huckfield** – Store Manager, House of Fraser – Multiple Retailing (resigned January 2012)
- **Adrian Field** – Worcester BID Manager

Purple Flag Working Group:

Representatives from West Mercia Police, Worcester BID, Worcester Nightsafe, Worcester CityNet, The Swan with Two Nicks, Worcestershire Regulatory Services, Worcester City Council and Tramps Nightclub have met to drive this project through to the independent assessment stage, which will take place in early 2013. Other businesses will be involved in the process as the project develops.

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 2 (2011/12) are outlined below:

Spreading the Word

Objectives:

- To put Worcester on the map and tell people what we have to offer
- Create additional 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 think that the Employalty Card is a great means of getting employees who are already in the city to spend money with their neighbours. As a new business in the city centre we were very happy to get involved.

Phil Clarke (Partner)
Colston Bakery, Broad Street



Key Achievements in Year 2

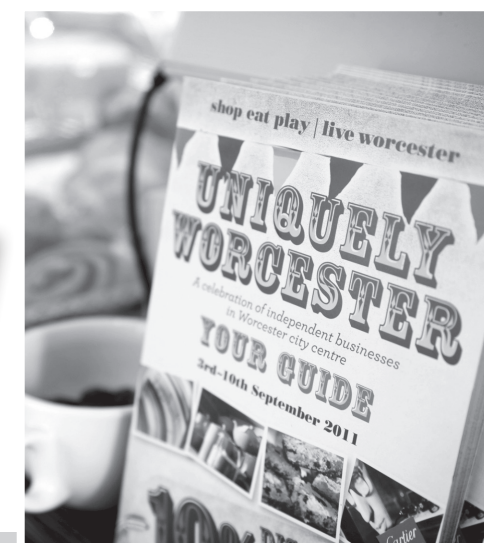
- The BID Employalty Card continues to grow from strength to strength with 87 businesses now signed up with offers and 1208 employees of BID businesses taking part. Businesses include independents and nationals across all sectors. The scheme won the Association of Town Centre Management's (ATCM) 'Outstanding Work by a BID or Partnership' award in July 2011. We also began an 'offer of the month' scheme to help promote new businesses or new offers.
- April 2011 saw the Worcester Chocolate Weekend with 55 businesses getting involved over the 3 day event which included demonstrations, talks, street entertainment, offers, trails and competitions. 94% of participating businesses who completed a survey rated the organisation of the event as 'good' or 'very good' with 84% stating the same for the publicity of it. Businesses reported increased turnover including The Body Shop up 63% on the Saturday and Debenhams up 6% over the weekend.
- September saw the first ever event/campaign to showcase our wonderful range and quality of independent businesses. 78 businesses took part in the week long 'Uniquely Worcester' initiative which is set to be bigger in 2012/13. 80,000 flyers were distributed to households within a 25 minute drive of the city as well as the production of a 16 page programme.
- Once again we produced a 16 page Christmas Magazine which was sent to over 100,000 households. It included a list of many of the BID businesses, events and parking details as well as gift ideas and places to socialise involving BID businesses using a vast array of original photography. This campaign was supplemented with posters on trains and adverts in regional magazines such as Live 24 Seven, Worcestershire Now, Wye Valley Now and Primary Times.



BID Director Stuart Bailey, BID Manager Adrian Field and Alexander Nicoll of ATCM



Worcester BID Christmas magazine



Uniquely Worcester campaign leaflet



- We invited businesses from the professional sector to have a free advert in the Worcester News post Christmas for whom many this was a busy period. We had bought the advertising space at a competitive rate.
- We produced 101,000 'Cheers!' Z-cards which aimed to promote the licensed drinking establishments in the BID area. It included details on what each premises that wanted to be included offered as well as original photography. These have been distributed around the city centre as well as latterly 80,000 throughout Worcestershire, parts of Herefordshire and south Birmingham.

- 79 businesses signed up to receive an independent Customer Service Assessment (often referred to as Mystery Shopping) in November and December 2012. This involved physical visits, phone calls and email enquiries allowing any business sector to be assessed. This exercise culminated in the Worcester BID Customer Service Awards where 6 category winners received a prize in front of over 100 people, as well as excellent post event publicity. Details of the winners can be found at www.worcesterbid.com.



- As a follow up to these assessments, we offered businesses heavily subsidised training for their staff for World Host Customer Service Training. The day long course attracted 118 employees of companies who are a part of the BID from 29 different businesses. The majority of these will now be accredited World Host businesses committed to customer service excellence having put over 50% of their front facing employees successfully through the course.



Ice Prince – Street Entertainment

- 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.

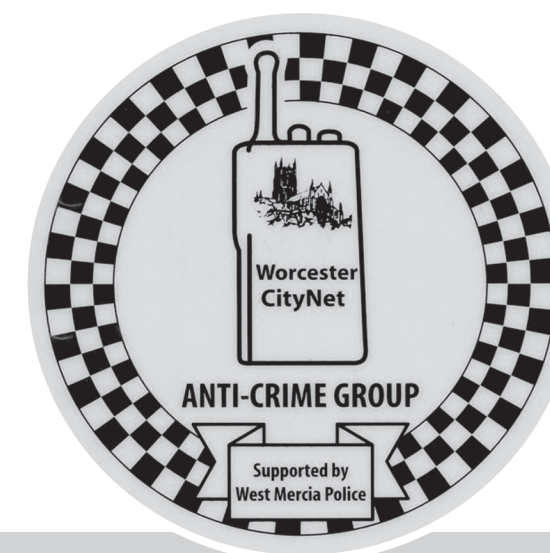


Diva – Customer Service Award Winners

- We have also launched a BID Bulletin newsletter to inform BID businesses of activity. We also updated employees on new offers, events and news via email and SMS messaging. We also began to use Facebook and Twitter to communicate to businesses and the public.



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 taxi marshals provide a visual deterrent to anti-social behaviour and they ensure that people get into taxis quickly and safely

James Garnham, Manager - The Slug & Lettuce



We regularly contact the BID team with various issues we have around our business and the Street Rangers deal with the issues quickly, promptly and professionally.

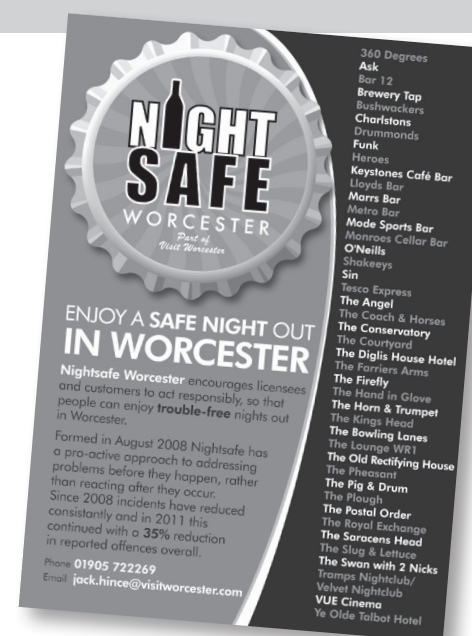
James Thompson
Housewives Choice, Church Street

The Store Detective works brilliantly with our own loss prevention team and has helped to recover a significant amount of stock through shoplifting but has also deterred would be shoplifters.

Andy Kirk
TK Maxx, High Street

Key Achievements in Year 2

- BID Street Rangers 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. They have made 2,909 business visits (2,745 in 2010/11) in the BID's second year, carried out 1,046 (684) actions such as reporting incidents to other agencies or dealing with issues at the scene and dealt with 1095 (1,255) incidents. They were also independently assessed without prior knowledge for their customer service skills and attained a 100% score.



- Taxi Marshals have also been in operation since April 2010, operating at the taxi rank in The Cross every Saturday night. We also employed roaming marshals on Friday night/Saturday mornings in the summer and in December. As well as providing assurance to the public and ensuring that thousands of people got home quickly, they ensure that there is no queue jumping or anti social behaviour.
- We have free membership of CityNet and Nightsafe anti crime groups for 90 BID businesses for CityNet and 38 for Nightsafe.
- The CityNet Co-ordinator has provided business crime advice and co-ordinated 40 CityNet members meetings to which any CityNet member is invited as well as 6 Nightsafe members' meetings. The Worcester BID also joined the Nightsafe Committee during the year.
- Worcester BID is also leading on attempting to attain Purple Flag



Worcester BID Street Rangers assist the public and liaise closely with businesses

accreditation status. Working in the same way Blue Flags are given to excellent beaches and Green Flags for Parks, Purple Flag is a scheme aimed at promoting a safe, pleasant evening and night time economy. Worcester BID chair a sub group which involves key stakeholders in an attempt to showcase Worcester's offer and improve standards before an independent assessment takes place. The assessment itself will take place in early 2013.

- A part time dedicated store detective funded through the Worcester BID has detained 121 people suspected of shoplifting in 460 incidents and recovered £6,887 in stolen goods in the second year of the BID.



We feel that Purple Flag is a very important accreditation for Worcester to strive for by promoting our many strengths but also identifying areas of improvement and putting them right so that we can hopefully gain Purple Flag accreditation and promote the fact that we have a great nightlife for all to enjoy.

Linda Griffin, Owner - Swan with Two Nicks/Drummonds and Chairman of the Licensed Victuallers Association.

Getting Out and About

77,722

Number of times RingGo
has been used since its
launch in November 2010

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 Street Rangers have promoted the scheme to all of our staff at one of our weekly team meetings. It has really helped them understand a scheme that can really help us to retain an otherwise lost sale. More businesses should be promoting it to their customers!

**Carol Davies, Acting Manager -
House of Fraser, Chapel Walk**



Key Achievements in Year 2

- Since we launched the Ring Go Pay for Parking by Phone project in November 2010, it has been used 77,722 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 2011/12, it was used 67,508 times and represents approximately 8% of all parking transactions. Since January, extending a stay using RingGo no longer incurs a convenience charge, 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. To augment this we have distributed crib sheets on how to use RingGo to all BID businesses to install in meeting or staff rooms.



- A pedestrian signage sub group has been set up to consider an independent audit of the existing fingerpost signs in the city. The report has been completed and the sub group will now consider its findings and implement a new scheme in 2012/13 which ensures that people navigate around the city easily using smart looking signage. This is a key project to be implemented.



- We have also negotiated with NCP to offer 250 employees of BID levy paying businesses with the opportunity to pay just £3.30 a day or £55 a month for use of their Cathedral Plaza car park. (NCP published rate is £8.50 for 4-12 hours). The scheme has been set up to ensure that the public will also always be able to find a space and so continue spending money with you.



- We have teamed up with CrownGate shopping centre to offer employees of their tenants £3 parking per day (Monday to Friday only) if they join the BID Employalty Card scheme. In 2011/12, 61 such employees had taken up this offer.



As a BID levy paying business with a desire to increase usage in our car park by employees of BID businesses the scheme works very well to make it one of the cheapest car parks in the city centre.

**Derek Kirkwood, Area Manager -
National Car Parks**

Attractive City

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



New Christmas lights were installed in Broad Street



We were delighted when the lights were installed as this area of Broad Street suddenly got attention from customers who might not otherwise have ventured down to this end of Broad Street. They looked great, were seen by many people who all said how much character they added.

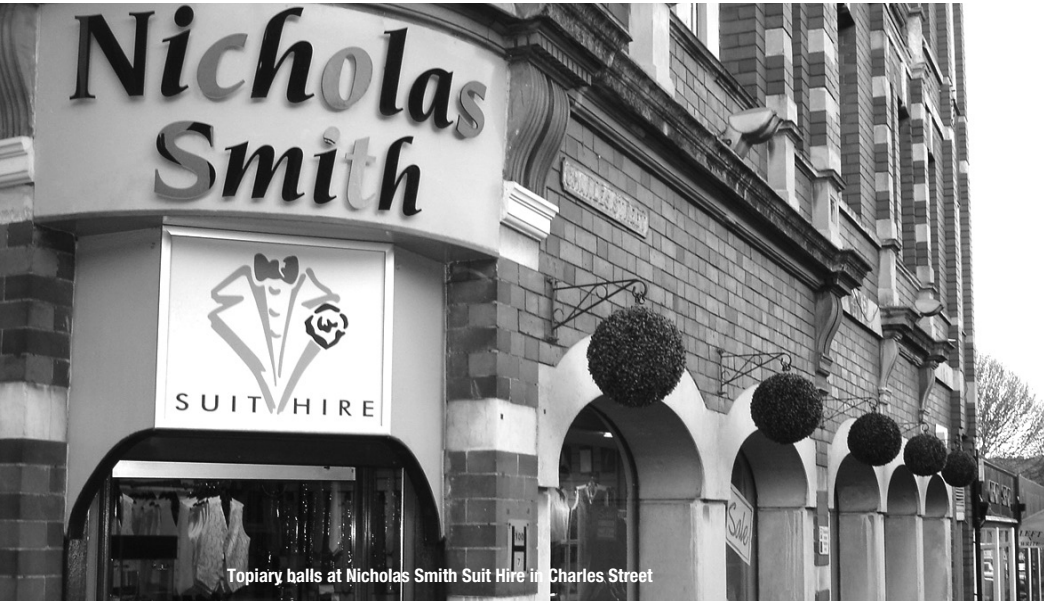
Mike Stone, Owner - His 'n' Hers Hair, Broad Street

Key Achievements in Year 2

- Christmas Lights were again installed on 12 lamp columns in Foregate Street, The Cross and The Foregate. In addition we funded lights and had them installed in 8 trees in Broad Street. Businesses in the vicinity were surveyed and gave them 8 out of 10. We also offered the co-ordination of uniform internal Christmas lights to all BID businesses in Friar Street and 22 businesses installed them. This will be rolled out to other areas in late 2012.
- We continued to work with the West Mercia Probation Trust to use the free labour of those undertaking community service to smarten the street furniture in the city centre. In 2011/12 they covered New Street, Angel Street, St. Nicholas Street, St. Swithins Street, Mealcheapen Street, the Cathedral island as well as parts of The Cross and Angel Place. A work plan is in place for summer 2012 including High Street, South Quay, and Foregate Street.



Pre- and Post Probation Trust work



Topiary balls at Nicholas Smith Suit Hire in Charles Street

- 31 businesses are now in receipt of high quality topiary balls, which are available to businesses that have brackets to hang them from.



The topiary balls have really helped to improve the frontage to our business.

Jan Nicholas, Nicholas Smith, New Street

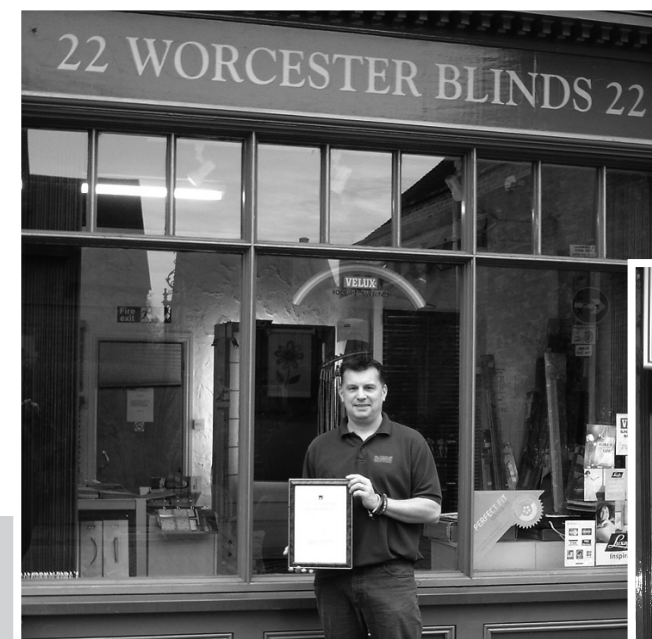
There is no doubt that this resource has been very cost effective. The area outside my premises now looks smarter as a result of the work and in keeping with the great heritage offer of Worcester.

Sheree Jones, Manager - Bank, High Street

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



Worcester Blinds' Phil Walden and Acanthus' Anna Baldry have benefited from the reduced insurance premium project



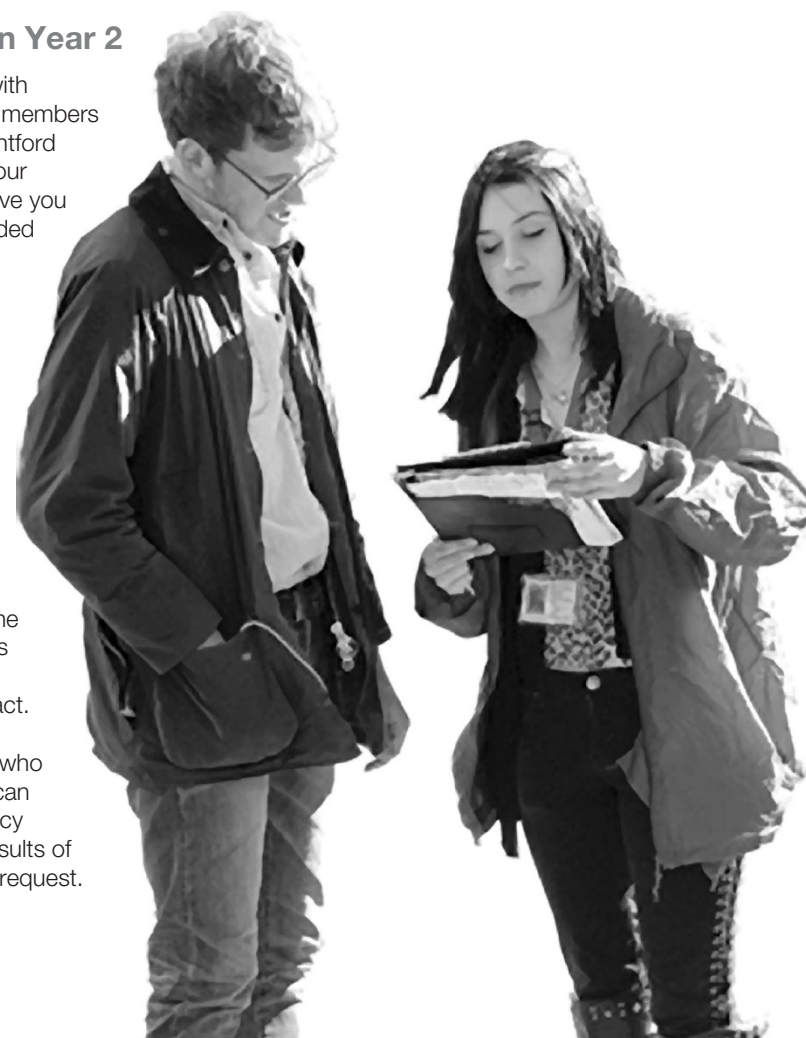
I am very grateful to the Worcester BID for helping to carry out the survey with businesses on this issue. It is a very good example of the BID working to gather the thoughts of the private sector to help shape local public sector policy.

Councillor Jabba Riaz
Worcester City Council

Key Achievements in Year 2

■ Our excellent relationship with insurance brokers and BID members Hazelton, Mobbs and Mountford continues to help reduce your insurance premiums and give you 50% of your BID levy refunded (capped at 10% of your premium). 14 businesses have signed up to the scheme with as many others using the quote to improve their existing premiums. Feedback on those who have taken up the scheme has been fantastic.

■ We have undertaken a survey of businesses on the High Street regarding the On Street Charity Collectors or 'Chuggers' to ascertain their thoughts on their impact. These results have been passed to the City Council who are considering what they can do to regulate their frequency within the existing laws. Results of the survey are available on request.



- We have set up an agreement with joint procurement experts Meercat Associates which aims to reduce energy bills. In year 2 of the BID, they have produced 27 reports for businesses which could have saved over £18,900. They also undertook an audit of trade waste recycling provision in the city centre and received feedback from a survey from 184 businesses. As a result negotiations with Worcester City Council have begun to look at ways of driving down costs which will continue into Year 3 of the BID.
- We have attempted to deal with issues of delivery vehicles parking on pavements in Friar Street and causing damage to property as well as taxi over ranking in Foregate Street by suggesting the installation of bollards in key points. However progress with the relevant authorities has not been successful to date.
- We have encouraged the City Council to do more to deal with the issue of the number of Gulls in the city and the mess that they cause. They have since doubled the number of fake eggs to be swapped with real ones which will hopefully go towards resolving the issue.
- In 2011/12 we have obtained £24,000 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 saved over £1,000 on our insurance premium and BID levy refund thanks to this BID initiative. We all need to look at reducing our overheads in the current economic climate and this was an easy decision to make.

Paula Jauncey
Emporio, Friar Street

Financial Summary

The table below sets out Worcester BID’s financial position for the 12 month period 1st April 2011 to 31st March 2012.

Activity	£
Levies received less refunds	391,132
Voluntary contributions	24,557
RingGo Income	14,289
Training courses and bank interest	2,386
Total Income	432,364
Expenditure	£
Spreading the Word	136,574
Safer City	113,839
Getting Out and About	57,829
Attractive City	30,349
United Voice	8,849
Management/Administration	80,486
Total Expenditure	427,926
Net Surplus	4,436

Notes: At the time of printing (June 2012), 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 2012 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 BID Manager
Hazel Alley BID Co-ordinator
Street Rangers 07982 405009



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