

# working to improve our city **YES**terday and tomorrow

Worcester BID Renewal 2015|2020

## Worcester BID – The Projects Delivered to Date: 2010 - 2014

### Spreading the Word

1. Open4Business Social Media Response to Flooding
2. Chocolate Day / Weekend
3. Motor Festival Event
4. Riverside Arts Market
5. Uniquely Worcester – event and campaign to promote independent businesses
6. Great British Summer Event (Replaced by Foodie Fest in 2014)
7. Christmas magazine and promotion
8. Development of Marketing and Communications Strategy and Plan
9. Big Busk event
10. Coach Driver Incentive Scheme and Meet & Greet
11. Street Entertainment – summer and Christmas programme of activity
12. Customer Service Assessments (Mystery Shopping)
13. Customer Service Awards Ceremony
14. Banner installation in Sidbury and Whittington
15. Printed A1 sized Annual Calendar of Events
16. Printed Newsletters to BID businesses
17. Event Leaflet – detailing forthcoming events run by the Worcester BID
18. Student Offers Promotion – Freshers Fair, Leaflet and CrownGate Student Takeaway event
19. Employalty Card
20. Park for a Pound Promotion – to help evening economy and Sunday trading
21. Loyal Worcester – Business to Business Loyalty Scheme
22. New Website – [www.worcesterbid.com](http://www.worcesterbid.com)
23. EBulletins – informing BID businesses of news and upcoming activities

### Safer City

1. Street Rangers
2. Taxi Marshalls
3. Dedicated Store Detective
4. Free Membership of CityNet – anti crime partnership
5. Free Membership of NightSafe – evening economy anti crime partnership
6. Crime Prevention Training including Radio Training and Crime Advice
7. Funding of Pubwatch Online

*(Continued overleaf)*



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## Getting Out & About

1. RingGo Pay for Parking by Phone
2. New Fingerpost Signage
3. Discounted parking for employees of BID businesses in NCP and CrownGate car parks
4. Installation of Footfall Monitoring Counters and Reports to Businesses

## Attractive City

1. Christmas Lights – Foregate Street, The Foregate, The Cross, Broad Street and internal business frontages
2. Topiary Balls
3. Installation of Planters in CrownGate Shopping Centre and Angel Place
4. Probation Trust Community Payback – painting street furniture programme
5. First Aid Training for Employees
6. Digital Marketing and Social Media Training Course
7. World Host Customer Service Training Course
8. Sales Training Sessions

## United Voice

1. Reduced Insurance Premiums
2. Reduced Telephone Bills
3. Reduced Gas and Electricity Bills
4. Reduced Advertising Rates – e.g. Worcester News, Eating Out Guide, Stay Guide
5. Lighting Reviews and Reports
6. Lobbying – Chuggers, Trade Waste, Buskers, Scaffolding, Roadwork Scheduling, Parking Charges, Planning Applications
7. Receiving over £100,000 in voluntary contributions for assisting in project delivery