



Worcester BID

Annual Report 2010/11

shop eat play | live worcester

This document explains what has been achieved by the Worcester Business Improvement District (BID) in Worcester during 2010/11.

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

The Worcester BID Board of Directors 2010 - 2011

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
- **Andy Wood** - Director, Rabjohns (Accountants) - representing the Financial 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
- **Philip Kear**, Marketing Director, Mountain Shack - representing the Independent Retail sector
- **Susie Lowe**, Manager, Boston Tea Party - representing the Independent Retail sector
- **Maggie Huckfield**, Store Manager, House of Fraser - representing Major / Multiple Retailers
- **Georgia Smith**, Head of VisitWorcester - representing Tourism / Leisure sector
- **Deborah Thompson**, Area Manager, Alliance Boots - representing Major / Multiple Retailers

Welcome from the BID Board of Directors

Welcome to the Worcester Business Improvement District's (BID) first annual review which offers an opportunity to reflect on the activities carried out since we launched in April 2010.

Following a successful vote for the Worcester BID in October 2009 which was a first for the county, efforts have focussed on working towards delivering the projects outlined in the Business Plan that will deliver tangible benefits to the city centre, its businesses, employees and visitors. The first year of a new business is always the hardest and we believe that we have achieved a lot in such a short space of time and have laid down the foundations to ensure that even more progress is made in the months and years ahead.

Each of the 5 objective areas have 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 1 is outlined on the following pages.

We would like to take this opportunity to thank our partners such as the marketing sub group who give up their time voluntarily to help make Worcester such a great place to work, live and visit. Please remember that we always want to receive feedback and new ideas, so please get in touch – its your BID!

Worcester BID Board, May 2011



Worcester BID Annual Report 2010/11

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The BID employees comprise:

- **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 (joined Nov 2010)
(Weds - Sat)
- **Colin Merrison**
Street Ranger (Mon - Weds)

*Kerry Hughes replaced Karen Massey,
Street Ranger who resigned in Sept 2010

Worcester BID Marketing Sub Group:

- **Phil Kear** (Chairman) - Director, Mountain Shack - representing Independent Retail
- **Erica Burlace** - Centre Manager, CrownGate Shopping Centre - 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 Retail
- **Adrian Field** - Worcester BID Manager

Spreading the Word

5 Year 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 have been extremely pleased with the take-up of the Employalty Card. It has certainly enhanced our trade and brought new customers to the restaurant.

Andy Bower (Director)
Little Venice, St. Nicholas Street

Takings were up Friday, Saturday and Sunday. The event brought people into the city, it was lovely weather and there was a buzz about the city. It was well publicised and all the street rangers were really telling everybody about it so it really worked for us. It was excellent. We couldn't keep up with it to be honest.

Amanda Willis, The Body Shop, Chapel Walk, CrownGate Shopping Centre - talking about the Chocolate Weekend

Key Achievements in Year 1

- We have set up a new loyalty card, the Employalty Card for employees of BID businesses to utilise through offers made by other BID businesses. This will help to market businesses to everyone who works in the city centre. By the end of March 2011, we had 75 businesses offering discounts and offers and over 1,500 cards issued to employees of BID levy paying businesses. 254 businesses had at least one employee who had received a card. We have also been shortlisted by the Association of Town Centre Management (ATCM) for the scheme in their annual awards under the heading 'Outstanding Work by a BID or Partnership'.



- We have produced a marketing and communications strategy and plan which will allow us to ensure that we target the right audience for campaigns using the right means of conveying them. As part of this we have also carried out a survey to 24,600 residents of Worcestershire on, amongst many other issues, what attracts them to Worcester and what puts them off. This will really help us to develop the marketing projects within the BID making sure that the money is spent effectively and efficiently. The underspend in the Spreading the Word project area is to ensure we had the Strategy completed to ensure your money was spent effectively and efficiently. The monies have been carried over into 2011/12 budget.



Worcester BID Christmas magazine



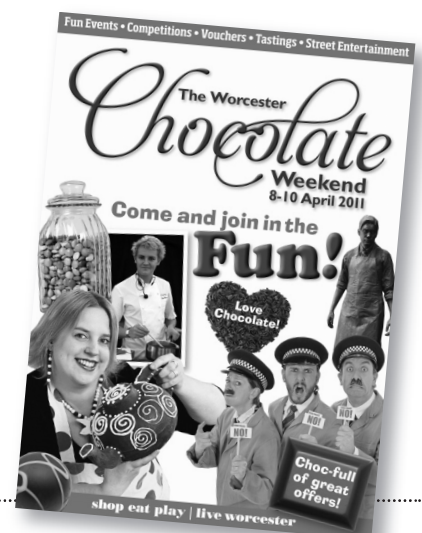
Worcester BID street entertainment programme - living statues in Friar Street

- We have given 28 businesses in Mealcheapen Street, St. Swithins Street and Trinity Street free advertising on the wrap of the Berrows Journal.
- We produced a Christmas magazine aimed at promoting Worcester and its range of offers. 75,000 copies were printed and distributed to ABC1 households in Worcestershire. It highlighted many of the BID businesses in a Directory, in editorial or as a feature with images.
- 55 businesses were directly involved in a very successful Worcester Chocolate Weekend in April (technically in year 2 of the BID but with much of the preparation taking place in 2010/11).
- We have had 32 high quality acts as part of our Street Entertainment programme. They have featured in Pump Street, Broad Street, High Street, Friar Street, Mealcheapen Street, CrownGate, Cathedral Plaza, The Cross and The Shambles. We also set up a programme of street entertainment for late night Thursday Christmas shopping and on Saturdays in the run up to Christmas which featured 53 performances.



The Christmas magazine promoted the quality and wide range of goods and services the city centre has to offer at this crucial time to get customers into Worcester. It was a great production which I am sure all BID businesses will have benefited from directly or indirectly.

**Nichola Yeowart-Dean,
Smartie Pants, Pump Street.**



Safer City

5 Year 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.

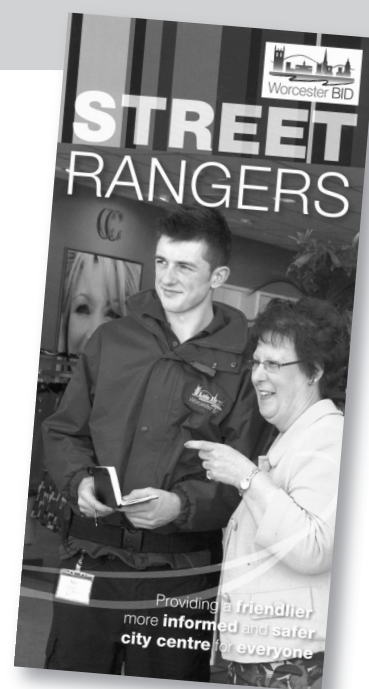


The dedicated store detective has been extremely effective in ensuring that our stock loss is minimised – they have been a big help to us and have saved us thousands of pounds as a result of the BID either through recovery of stolen goods or through their reputation amongst the criminal fraternity.

Bev Mitchell, New Look, Friary Walk, CrownGate Shopping Centre

Key Achievements in Year 1

- 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. They 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 2,745 business visits in the first year, carried out 684 actions and dealt with 1,255 incidents. They have given 1,467 directions to locals and visitors, in many cases walking them to their location.
- Taxi Marshals have also been in operation since April 2010, operating at the taxi rank in The Cross every Saturday night throughout the year as well as Friday night / Saturday mornings in the summer and in December. As well as providing assurance to the public and ensuring that people got home quickly, there was no queue jumping or anti social behaviour, in their first year they directly dealt with 57 incidents.
- We have free membership of CityNet and Nightsafe anti crime groups for 90 BID businesses for CityNet and 38 for Nightsafe. We have also welcomed 10 new CityNet and 2 new Nightsafe members in 2010/11.
- The CityNet Co-ordinator has provided business crime advice and custom made training to 26 businesses and co-ordinated 45 CityNet members' meetings to which any CityNet member is invited as well as 11 Nightsafe members' meetings.
- A part time dedicated store detective has detained 149 people suspected of shoplifting in 360 incidents and recovered £8,054 in stolen goods in the first year of the BID.





Worcester BID Taxi Marshals operate in The Cross



The BID Taxi Marshals sheer presence makes a positive difference to our business and customers. They have undoubtedly reduced the amount of anti-social behaviour in this area as a result.

Zaheer Mumtaz, McDonalds, The Foregate



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



The free membership of CityNet has allowed me to have a radio link which is almost like having an extra member of staff. This one project alone has more than paid back my annual BID levy by reducing my stock loss.

Tim Evans, Superdrome, Broad Street

Getting Out and About

5 Year 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 NCP parking scheme is a big winner with a large number of our employees who have signed up to it. In a small way it helps raise employees morale as they save money on parking. The scheme makes use of an underused car park and is set up to always allow customers of BID businesses to use it.

Colin Box, Harrison Clark, Deansway

We are grateful to the BID for working with us to ensure that the pedestrianised signage as part of the new riverside improvement scheme works to the benefit of the users and the business community.

Alison Vincent, Worcester City Council

Key Achievements in Year 1

- The Worcester BID has set up the Pay for Parking by Phone project and businesses have given it a big thumbs up with users increasing regularly since its launch in November. 'RingGo' allows you to pay for your parking without the need for change - you just need a mobile phone and your debit or credit card. Users can also extend their stay wherever they are so there is no need to dash back to the car park to buy another ticket or curtail a meeting, drink or shopping. It costs just 20p for a convenience fee and they can also have an optional reminder by text that the parking ticket is due to expire for 10p.
- 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 spending money with you.
- We have also worked 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.
- We have also started looking at improved pedestrian signage in the city centre to ensure more people are aware of the various areas and attractions. We also been consulted on the new riverside pedestrian signage scheme.



10,214

Number of times in Year 1
RingGo has been used since
its launch in November 2010

“

I promote RingGo to my customers who say they have to dash back to their car because their ticket is about to expire. It is excellent and has resulted in people staying longer in my shop and spending more money which has to be a good thing.

**Sally Blundell, Exchange and Smart,
New Street**



Ian Quartermaine, of Ian Quartermaine Jewellery in Reindeer Court (left) tries out the new RingGo scheme with RingGo's supplier Alex Walker

The scheme to offer reduced parking charges for CrownGate tenants has already saved me a lot of money. Hopefully it will act as an incentive to attract new employees to vacant roles with tenants of CrownGate.

**Ruth Pitman, Peacocks, Friary Walk,
CrownGate Shopping Centre**

Attractive City

5 Year 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.



The Worcester BID worked hard to ensure that the City Council cleaned up the service yard at the back of our property as it was attracting rats. They helped to get this achieved quickly and effectively.

**Jason Smith, Ventutec,
Queen Street**

The tutor for the first aid course made the learning fun and easy to understand. I would recommend the BID managed training courses to colleagues and other businesses.

**Alison Stanley, Worcester Relate,
Castle Street**

Key Achievements in Year 1

- Christmas lights were purchased for 12 lamp columns in Foregate Street, The Cross and The Foregate.
- We are working 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. So far they have worked in Pump Street, Friar Street, College Street, Bank Street, and Broad Street. They have also cleaned up private areas in the rear yard serving Mealcheapen Street and Trinity Street.
- We undertook a training needs survey with all BID businesses to see what the most popular training courses would be that we could arrange. We negotiated extremely favourable rates with local training providers. Our first session was a certificated First Aid Training Course which was £20 (a saving of £75) and took place in November 2010. We also ran a Customer Service and Handling Complaints course in February 2011 charging £20 which resulted in a saving of £105 per participant. Due to demand even more courses are planned for 2011/12.
- We have worked with the Design Centre at the University of Worcester to look at making empty units in the city centre more aesthetically pleasing through the use of vinyl coverings.
- We have ensured that the BID area's empty units have regularly had their windows cleaned and flyposting removed.



New Christmas lights were installed in The Cross, The Foregate and Foregate Street



Street furniture in Pump Street - before and after the Probation Trust's work

“

It is great to see the Worcester BID lead on installing good quality Christmas lights which extended all the way from the High Street down to the end of Foregate Street. It made us feel part of the city centre at a crucial time of year for us.

Jonathon Smith, PSW, Foregate Street

United Voice

5 Year 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.



We saved about £300 on the insurance premium and also had a BID levy rebate of almost £300 from Hazelton, Mobbs and Mountford so we saved about £600 in all.

Rick Johns, Partner at Kingsway English Centre, Foregate Street

I am delighted with the large saving (£189) that we have made as a result of the BID insurance project. We are very grateful to the BID for this initiative.

Hans Peter Wurmli, Wicked Hair, High Street

Key Achievements in Year 1

- We have been working with insurance brokers and BID members Hazelton, Mobbs and Mountford to help reduce your insurance premiums and give you 50% of your BID levy refunded (capped at 10% of your premium).
- We have set up an agreement with joint procurement experts which aims to reduce lighting and energy bills. They have had great success in other BIDs in the country such as Ealing. They have also been contracted to look at options for reducing trade waste recycling costs for BID businesses in year 2 of the BID as well.
- We have obtained grant funding from various bodies to fund Street Ranger and Taxi Marshal uniforms, paint and barriers as well as over £47,674 in voluntary contributions towards the BID projects. This is in excess of the £36,000 that we had expected and budgeted for in 2010/11. Thanks go to The Crown Estate, Land Securities, University of Worcester, The Diocesan Board of Finance, and South Worcestershire Community Safety Partnership





Wicked Hair's Hans Peter Wurml has benefited from the reduced insurance premium project



St. Andrew's Gardens

- We raised the issue of a lack of bins in Angel Street which is an area susceptible to late night litter. Worcester City Council has since installed new black and green recycle bins.
- We have written to businesses affected by a public notice regarding changes to parking, taxi ranks and disabled bays in the city centre in Cornmarket, Mealcheapen Street, The Trinity, Trinity Street, St. Swithins Street, and The Cross which might not have picked up by owners so that they can present their own individual comments to Worcestershire County Council.
- In response to requests from BID levy paying businesses we have also met with the Police and City Council to lobby for more to be done to resolve the anti social behaviour issues at the western end of Broad Street and in St. Andrew's Gardens off Copenhagen Street. Ongoing action has been undertaken as a result.



The BID has acted quickly and with purpose on our behalf to ensure action is taken by the City Council and Police to address the problems we have experienced in St. Andrews Gardens. The Street Rangers have also spent more time monitoring and reporting incidents in this area on their patrols which is reassuring.

Clive Baker, Worcester College of Technology, Deansway

Financial Summary

The table below sets out Worcester BID's financial position for the 12 month period 1st April 2010 to 31st March 2011.

Income	Income	Expenditure
Levies received less refunds	377,238	
Voluntary contributions	43,351	
Training Courses and Bank Interest	722	
Total Income	421,313	
Expenditure		
Spreading the Word		78,273
Safer City		121,343
Getting Out & About		34,416
Attractive City		17,367
United Voice		612
Management/Administration		86,931
Total Expenditure		338,943

Fixed Assets	5,715
Current Assets	111,128
Current Liabilities	34,478
Liquid Assets Ratio	76,649

Notes: At the time of printing (May 2011), the full audited accounts of the first year are not available. The management accounts have been used and full accounts will be available by the end of June 2011 having been independently audited.

Survey Results

The Annual BID Questionnaire was sent by post to the address of all 558 eligible BID levy paying businesses to which address their levy applied. Although the response rate was very low, the key findings from those who responded were:

- 93% of people who had seen the Street Entertainment described it as 'very good' or 'good'.
- 60% of respondents rated the Street Rangers' helpfulness as 'very good' or 'good' (69% for communication skills). 82% of respondents felt that the Rangers' business visits were 'useful' or 'OK'.
- 81% of respondents were aware of the RingGo Pay for Parking Scheme.
- 66% of respondents in Foregate Street, The Foregate and The Cross felt that the new Christmas Lights in these streets were 'very good' or 'good'.
- 65% of businesses who responded would consider the BID insurance premium project before their next renewal.

Analysis of the survey sent to 24,600 households as part of the marketing strategy work is available on request along with other analysis related to the BID.



Worcester BID

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Contact

If you would like to find out about 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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