

## Have Your Say on the Worcester BID Projects

The Worcester Business Improvement District (BID) is at the consultation stage for the renewal of the Worcester BID and we want to know what you would like to see in the city centre which will result in more trade, increased levels of business and a better environment in which to work and enjoy Worcester City Centre. This might include existing BID projects as well as new ones some of which below have already been suggested. Please feel free to add you own ideas.

Your feedback will help to identify what the most common issues and project ideas are and these will be costed and you will decide which projects form the business plan on which your business will vote in October.

We would be grateful if you could return the survey by 2<sup>nd</sup> June 2014 using the contact details at the end. If you aren't sure what some of the projects described below are, please visit [www.worcesterbid.com](http://www.worcesterbid.com) for more information or call us on 01905 731612.

Your views are crucial. Many thanks

Your name: \_\_\_\_\_

Your role within the organisation: \_\_\_\_\_

Your business name: \_\_\_\_\_

Email address: \_\_\_\_\_

**1. Which of the following 'Spreading the Word' projects which the Worcester BID has delivered would you wish to see continue to help boost trade if it were part of the BID2 Business Plan?**

Employalty Card Scheme but with more technological capability	<input type="checkbox"/>
Loyal Worcester – business to business discount scheme	<input type="checkbox"/>
Big Busk – free busking event held in July	<input type="checkbox"/>
Motor Festival – event held in May each year	<input type="checkbox"/>
Foodie Festival (to be held in August) / Great British Summer Weekend	<input type="checkbox"/>
Christmas promotional campaign	<input type="checkbox"/>
Uniquely Worcester – celebration of independent businesses	<input type="checkbox"/>
Chocolate Day / Weekend	<input type="checkbox"/>
Reduced / free advertising in the Worcester Eating Out Guide	<input type="checkbox"/>
Banners promoting the city and events on the way in to the city from Whittington to Sidbury	<input type="checkbox"/>
Street Entertainment - Summer and Christmas	<input type="checkbox"/>
Cheers Leaflet (promotion for pubs & clubs) and set to be an App in 2014/15	<input type="checkbox"/>
Business Recovery PR Campaign eg. flooding to show that Worcester is 'open4business'	<input type="checkbox"/>
Riverside Arts Market – 3 Sundays in August as part of Worcester Festival	<input type="checkbox"/>
Customer Service Assessments	<input type="checkbox"/>
Customer Service Awards – for those who have been assessed	<input type="checkbox"/>
Student Offers Leaflet / Promotion at Fresher's Fair / CrownGate Takeaway event	<input type="checkbox"/>
Worcester BID Website – <a href="http://www.worcesterbid.com">www.worcesterbid.com</a>	<input type="checkbox"/>

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**2. Which of the following project suggestions do you believe will boost trade if delivered through Worcester BID2?**

Fashion Show for relevant BID businesses to have a free presence at	<input type="checkbox"/>
Production of Worcester BID Gift Vouchers to keep money in the city	<input type="checkbox"/>
Promotion of the early evening economy including exploring trade opening hours	<input type="checkbox"/>
Extended period of riverside arts market (for example markets on every Sunday in July and August on riverside)	<input type="checkbox"/>
Campaign to promote 'Open for Business on Sundays'	<input type="checkbox"/>
Produce a printed Shoppers' Guide	<input type="checkbox"/>
Fund a contracted press liaison copywriter to assist businesses with their media promotion activities.	<input type="checkbox"/>
Restaurant Week – promotion of the city's food offer	<input type="checkbox"/>

**3. Which of the following projects which the Worcester BID has delivered do you believe should continue in BID2 to ensure Worcester remains a 'Safe City'?**

<b>Safer City</b>	
<b>Existing Projects</b>	
Street Rangers (2 on patrol Monday to Saturday 9am – 5.30pm)	<input type="checkbox"/>
Free CityNet Membership	<input type="checkbox"/>
Free Nightsafe Membership	<input type="checkbox"/>
Employment of the dedicated, roaming Store Detective (18.5 hours per week)	<input type="checkbox"/>
Taxi Marshals (Saturday nights on The Cross rank 10.30pm – 4.30am)	<input type="checkbox"/>

**4. Which of the following project suggestions do you believe will make Worcester an even 'Safer City' if it were part of Worcester BID2?**

<b>Safer City</b>	
<b>Ideas for BID2</b>	
Replace analogue CityNet Radio system with digital	<input type="checkbox"/>
Employ Evening Economy Manager	<input type="checkbox"/>
Free rental of radios for Nightsafe (currently £20 per month)	<input type="checkbox"/>
Free rental of radios for CityNet (currently £20 per month)	<input type="checkbox"/>
Run licensing of buskers through street rangers	<input type="checkbox"/>
Childsafe Scheme	<input type="checkbox"/>
More proactive CityNet training in crime reduction for staff and increased take up of membership	<input type="checkbox"/>

**5. Which of the following 'Getting Out & About' projects which the Worcester BID has delivered do you believe should be part of the BID2 Business Plan?**

<b>Getting Out &amp; About</b>	
<b>Existing Projects</b>	
NCP Discount Car Parking (£3.60 per day or £60 per month)	<input type="checkbox"/>
CrownGate discount car parking (£3 per day)	<input type="checkbox"/>
Fingerpost Signage (being installed April 2014)	<input type="checkbox"/>
Footfall monitoring counters and reports	<input type="checkbox"/>

RingGo – pay for parking and extending your stay by phone

**6. Which of the following 'Getting Out & About' project suggestions do you feel would benefit your business and the city as a whole if they were part of Worcester BID2?**

**Getting Out & About**

**Ideas for BID2**

Car Park refunds based on spend

Bulk buy St. Martins Gate Season Tickets and pass on to BID employees

Promotion of the city's car parking offer

Late night bus subsidy

**7. Which of the following 'Attractive City' projects which the Worcester BID has delivered would you wish to see continue if included in the BID2 Business Plan?**

**Attractive City**

**Existing Projects**

Topiary Balls / Planters

Probation Trust Work – painting street furniture as part of Community Payback scheme

Christmas Lights - external

Christmas Lights internal

Empty Unit Decoration (to be undertaken in 2014)

First Aid Training

Social Media Training

World Host Customer Service Training

Sales Training

**8. Which of the following project suggestions do you believe will make Worcester a more 'Attractive City' if they were included in Worcester BID2's Business Plan?**

**Attractive City**

**Ideas for BID2**

Handyman – to help you complete small jobs on your premises

Hanging Baskets outside business frontages and in communal area

Fund a deep clean pressure washer and operator

Work with landlords to increase use of unused space above ground floor commercial premises

**9. Which of the following 'United Voice' projects which the Worcester BID has delivered would you wish to see continue if they were part of the BID2 Business Plan?**

**United Voice**

**Existing Projects**

Cost saving – lighting reviews

Cost saving – insurance

Cost saving – telephone and gas

Lobbying – eg. rubbish collections, chuggers, noise from busking, roadworks, parking proposals, planning applications

**10. Which of the following projects would you support if they were part of the BID2 Business Plan to help reduce your business overheads?**

<b>United Voice</b>	
<b>Ideas for BID2</b>	
Cost saving – trade waste recycling	<input type="checkbox"/>
Bulk purchasing electricity to drive down costs	<input type="checkbox"/>

**11. Which of the following technology related projects aimed at improving trade would you want to see if they were part of BID2?**

<b>The Digital Age</b>	
<b>Ideas for BID2</b>	
Free WiFi across city centre	<input type="checkbox"/>
Independents signing up to be able to show and sell products on a central web based portal	<input type="checkbox"/>
Explore Click and Collect models to implement in city centre for any business to embrace	<input type="checkbox"/>

**12. Do you support the concept of Worcester BID operating for another 5 years with projects delivered that are determined by businesses such as yours?**

Yes, supportive

No, not supportive

Not sure

**13. To whom should we send the ballot paper to in relation to voting on BID2 in October?**

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Please use this space to make any other comments or to add new project ideas for consideration (please use another sheet if necessary). We will then run any ideas at other consultation events taking place over the next few months:**

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Many thanks for taking the time to help shape the BID Renewal Business Plan. Your thoughts are crucial.



**Adrian Field, Head of Worcester BID**