



Worcester BID

Annual Report 2012/13

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This document explains what has been achieved by the Worcester Business Improvement District (BID) in Worcester during 2012/13, our third 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 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 2012 – 2013

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
- **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 – representing Public Agencies
- **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 (resigned June 2012)
- **David Sutton** – Cleaner and Greener Manager, Worcester City Council – representing Public Agencies.
- **Deborah Thompson** – Former Area Manager, Boots – representing VisitWorcester.
- **Georgia Smith** – Head of VisitWorcester – representing VisitWorcester (resigned March 2013)

Welcome from Chairman Nicki Williams

Welcome to the Worcester Business Improvement District's (BID) third annual report. We reached the half way point in our BID term during 2012/13 and the majority of the projects that, through consultation, businesses wanted to see in the Business Plan are now complete or underway. Our Business Plan was particularly varied and contained more than the usual number of projects that BIDs normally deliver. I am delighted with how well we have delivered the projects and the number of businesses who get involved is increasing year on year which is hugely encouraging.

We followed up our national award for the Employalty Card scheme in 2011 by being shortlisted in the Association of Town and City Management's awards for our work on reducing insurance premiums. Businesses will see in 2013/14 that much work will be done on reducing other overheads such as gas, electricity, phone and trade waste bills.

Our work in improving levels of customer service amongst BID businesses through the World Host programme and customer service assessments has paid off with independent research showing that our businesses are generally improving their standards in this area.

The Worcester BID is for you and businesses who have gained the most from it have been the ones who get involved in the range of projects which were determined by you. We have some great new projects earmarked for the next 12 months as well as our desire to improve on the existing, well established ones.

With VisitWorcester ceasing active trading activities and our relationship with the Chamber of Commerce getting ever stronger, the next 2 years of the BID will provide new opportunities and challenges. The BID Board believe that we are well placed to deliver projects that give you a real return on your investment. My thanks go to them all for their time and expertise over the last 12 months.

Nicki Williams

Nicki Williams – Chairman



Annual Report 2012/13

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2012/13

BID employees:

- **Adrian Field** – BID Manager
- **Hazel Shephard** – BID Co-ordinator (30 hrs p/w)
- **Emma Price*** – BID Levy Administrator (18.5 hrs p/w)
- **Nadja von Dahlen** – Marketing and Events Officer (started March 2013)
- **Kerry Hughes** – Street Ranger (resigned September 2012)
- **Michelle Payne** – Street Ranger (started September 2012)
- **Matthew Couchman** – Street Ranger (started September 2012 and resigned February 2013)
- **Anna Humphries** – Street Ranger (started September 2012 and resigned March 2013)
- **Colin Merrison** – Street Ranger (retired September 2012)

Casual Street Rangers employed: Will Hutt, Eliot Langfield

*Emma Price resigned July 2012 and was replaced by Charlotte Moulton in September 2012

Signage Sub Group:

A group has been set up to assess the requirements for the new pedestrian fingerpost signage. In 2012/13 it comprised representatives from 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
- **John Kendrick** – Centre Manager, Cathedral Plaza (Salmon Harvester) - representing Property Owners
- **Dean Hill** – Owner, Tramps / Mode / Velvet Lounge – Tourism and Leisure replaced during year by:
- **Sally Ryan** – Marketing Manager, Tramps / Mode / Velvet Lounge - Tourism and Leisure
- **Roy McDonald** – Marketing Consultant, Diglis House Hotel – Tourism & Hospitality
- **Kelly Lyons** - Marketing Manager, Rabjohns – Professional/ Office Sector
- **Ed Nixey** – Owner, Source Design and Print (formerly Kall Kwik) - Retail / Business to Business
- **Rachel Gowers** – Head of Marketing, Worcester College of Technology (resigned September 2012)
- **Adrian Field** – Worcester BID Manager

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 3 (2012/13) 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

Key Achievements in Year 3

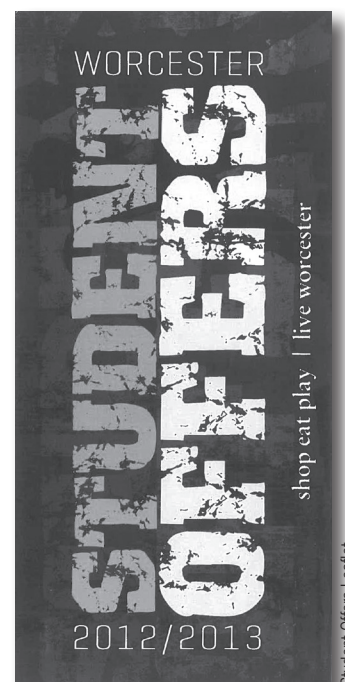
■ The BID Employalty Card continues to develop with 87 businesses now signed up with offers and 2433 employees of BID businesses taking part. Businesses include independents and nationals across all sectors. We continued to run an 'offer of the month' scheme to help promote the offers from businesses which were promoted via text message and on the dedicated Facebook page. 2012 also saw the launch of 'Loyal Worcester' which aimed to encourage BID businesses to trade with each other within the city centre by offering deals on a variety of goods and services such as reduced room hire and corporate lunches. 19 businesses during the year signed up with such offers and all BID businesses received packs showing the details of the scheme.

■ We took a stall at the University of Worcester's Freshers' Fair having produced a leaflet highlighting offers that students could benefit from with 55 businesses getting involved. Window stickers also helped them to show where the offers were located. We also attended CrownGate Shopping Centre's Student Lock In event to help promote the city and its businesses.

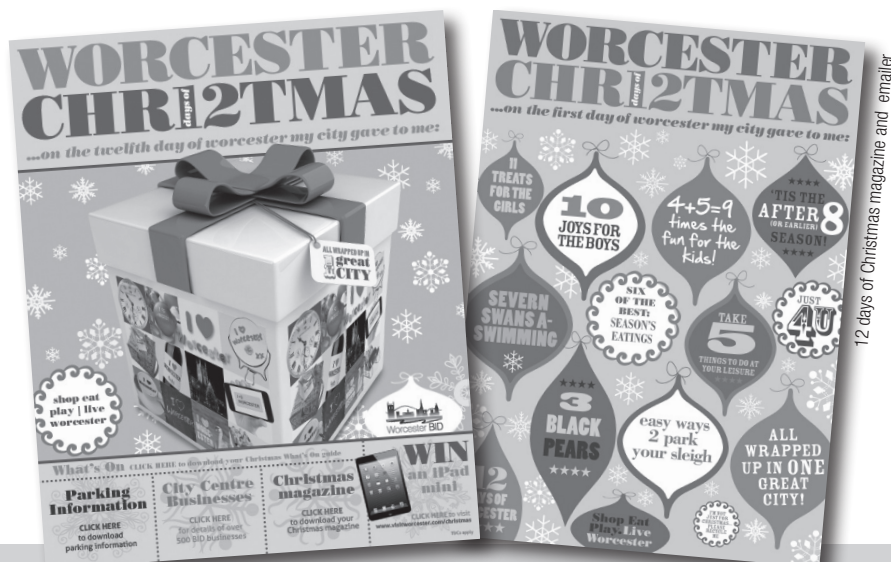
■ Days ahead of the Queen's visit to Worcester in July 2012, we hosted the Great British Summer Event. 69 businesses were involved over the two day event with childrens' entertainment and an artists' market along the riverside, a food and drink zone in front of the Guildhall and bunting galore. A photo trail depicting how the city centre's streets looked when the Queen was crowned 60 years ago aimed to get people walking into commercial streets that they had not witnessed before. British musical and street entertainment also wowed the crowds and 41 businesses took part in a window dressing competition. A vintage market and food demonstrations also drew in the crowds. The event led to an increase in footfall in the city centre of 21% on the previous week.



Big John Bull visits Colston Bakeries as part of the Great British Summer Event



Student Offers Leaflet



- A Marketing and Communications Plan was written to assist in focusing on where and how the BID should promote its activities and to whom through its various events and other customer facing schemes. This is available on request and via www.worcesterbid.com
- Acknowledging its importance to many businesses, we set up a Christmas campaign entitled 'The 12 Days of Worcester' aimed at attracting to spend their money in Worcester. We produced a 16 page Christmas Magazine which was sent to 105,000 households, undertook radio adverts, advertised in the media on trains and through the businesses via specially produced Christmas events leaflets.

- 92 businesses signed up to receive an independent Customer Service Assessment (often referred to as Mystery Shopping) in August / September 2012. 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 6 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



- 15 BID businesses are now accredited World Host businesses committed to customer service excellence having put over 50% of their front facing employees through the course which was heavily subsidized to any BID firm.



Julie Pearce from Worcester Blinds on Friar Street was overall winner

- 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.



Street Entertainers - Sanba Santos

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.

- We have set up a new Twitter account to help promote our activities and also to help spread the word about those of our BID levy paying businesses. We captured 4,200 email addresses for future event promotion as part of our 12 Days of Worcester Christmas campaign. Regular eBulletins are also sent out to employees of BID businesses highlighting the BID's activities and goings on in the city centre.



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

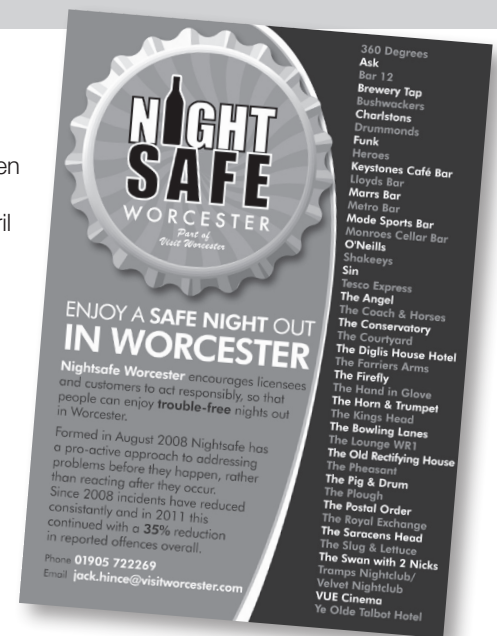


The BID Street Rangers have been superb for me in the last year. They helped me find new premises and ensured that I have been kept up to date with all of the BID and general city centre activity.

**Antonia Henson - Owner,
Monkee Business, Reindeer Court**

Key Achievements in Year 3

- BID Street Rangers continue 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. Unfortunately there was a high turnover of Street Rangers during the year but with casual staff we maintained staffing levels. They also assisted partners in the hugely successful Olympic Torch Relay event at Worcestershire County Cricket Club and the Queen's visit to the city to celebrate her Diamond Jubilee.
- 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 85 BID businesses for CityNet and 43 for Nightsafe.
- The CityNet Co-ordinator has provided business crime advice and custom made training to 12 businesses and co-ordinated 46 CityNet members meetings to which any CityNet member is invited as well as 11 Nightsafe members' meetings. The Worcester BID also joined the Nightsafe Committee during the year.
- A part time dedicated store detective funded through the BID has detained 93 people suspected of shoplifting in 543 incidents and recovered £7920 in stolen goods in the third year of the BID.





A street ranger carrying out their duties



The prevention of stock loss and general anti crime training that our staff undertook through the Worcester BID and CityNet was superb. Our staff are now better prepared to look out for criminal activity having undertaken the 2 day course.

Mandy Collier, Store Manager – Top Man, Top Shop, High Street

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



RingGo is brilliant for our customers. After a quick phone call, they can prolong their car parking and, as a direct result, we benefit from more sales. They can happily spend more time shopping.

Sally Blundell, Owner - Exchange & Smart, New Street



Key Achievements in Year 3

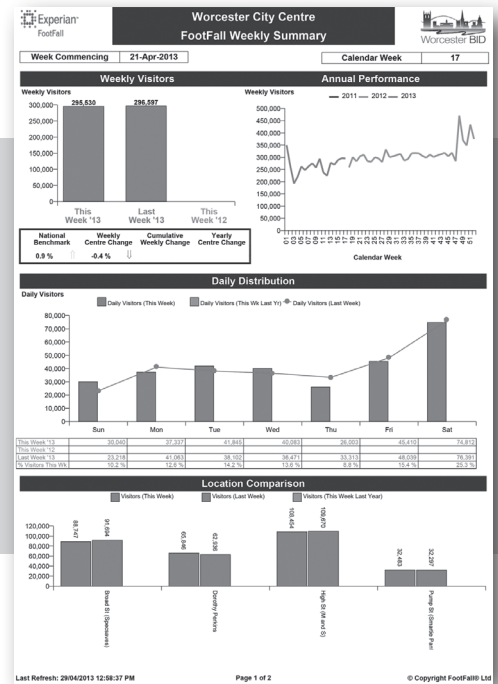
- Since we launched the RingGo Pay for Parking by Phone project in November 2010, it has been used over 136,000 times by members of the public in the 14 city centre car parks which accept payment using your debit or credit card over the phone. In 2012/13, it was used 71,918 an increase of 34% on 2011/12 and represents approximately 8% 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. To augment this we continue to distribute crib sheets on how to use RingGo to all BID businesses for them to install in meeting or staff rooms. Updated RingGo leaflets have also been designed ready to be sent to 42,000 households to help promote the scheme.



136,101

Number of times RingGo has been used since its launch in November 2010 until March 2013

- We have sent weekly reports to 55 businesses with details of the footfall in the previous week using our 4 cameras installed in May 2012 and 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. Feedback has been very positive.



Footfall counter report

- A pedestrian signage sub group has identified all of the pedestrian signage requirements in the city centre and technical work has been taking place to ensure that the signs can be installed where required without causing any problems with buildings, traffic, underground pipes and cabling.
- 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. 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 a BID levy paying business who also have an Employalty Card parking for £3 per day (Monday to Friday only). In 2012/13, 98 such employees had taken up this offer.



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



We have been really delighted with our lights - thank you! You could see them walking down Pump Street/Charles Street and they really stood out well and showed us a lot better

**Mark Stewart, Owner,
Wise Owl Toys and Left 'n Write,
Charles Street**

Key Achievements in Year 3

- 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 also part funded some upgraded cross street lights in Broad Streets and the market area in Angel Place and after a successful scheme in Friar Street in 2012, we rolled out the offer of internal Christmas lights to BID businesses who do not have on street lights. These were all in the same style and colour to try and add consistency and quality to the display.
- We continued to 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 2012/13 they covered High Street (ahead of the Queen's visit), South Quay, Sidbury, College Street and Edgar Street.
- We ran a free seminar on Digital Marketing and Social Media to which all BID businesses were invited. We followed this up with 7 free workshops to deal with areas such as Using Facebook and Twitter for your business, Google Analytics, Search Engine Optimisation and Running a Great Email Campaign. This proved so successful that we are running another round of the same courses in order to satisfy demand in 2013/14.
- We had 20 businesses attending 2 free sales seminars entitled 'How To Get More Customers & Have Them Coming Back More Often' run for free in November 2012.
- 38 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.



Worcester BID part funded new Christmas lights in Broad Street



New Planters in Chapel Walk, CrownGate Shopping Centre

“

What a great evening. Many thanks. Very constructive, helpful and interesting

Judy Owen, Owner, You, Friar Street, on the Digital Marketing and Social Media seminar

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



Thank you again for your help (lobbying the Council to clean the glass on the roof of the tram shelters in The Cross) and let's hope we can continue to care for our beautiful City

Anthony Forrest-Hay, Owner, Forrest Hay Jewellers, The Cross

Key Achievements in Year 3

- We lobbied the City Council to reduce their parking charges and they have responded, particularly at night with a new £1 between 7pm and 9pm charge in most of their car parks. We have then promoted this via posters offered to all licensed premises to inform customers.
- We have seen the introduction of an agreement which has tightened the frequency of On Street Charity Collectors or 'chuggers' which took into account our survey work with BID businesses on the High Street and lobbying the City Council. They are now fewer in number and in the city less frequently than previously.
- After running a pilot scheme, we have signed a contract with Business Cost Reduction (BCR) to reduce the overheads of our BID businesses by looking at their gas, electricity and telecoms bills.

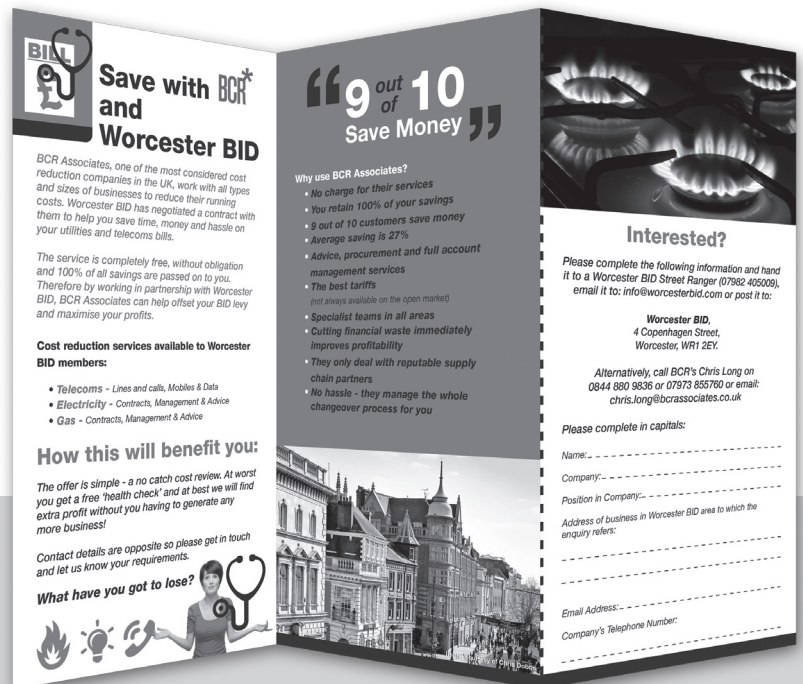
£1
ALL NIGHT PARKING

Worcester CITY COUNCIL Car Parks*
OVERNIGHT
7 days a week!

7pm - 9pm £1.00
9pm - 7am FREE

Worcester BID RingGo
* Excludes Pitchcroft, Tallow Hill, Tybridge St & Croft Rd

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BCR utility savings scheme leaflet

- In 2012/13 we have obtained £10,000 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 were delighted with the amount we will save through the BID led scheme and it was a simple process. To us it was a non brainer to proceed as it offsets our BID levy almost 9 times over each year!

Andrew Gormley, Accounts and IT Controller, Hazelton and Mountford, Edgar Street regarding their gas + electricity bills when piloting the BCR scheme



Financial Summary

The table below sets out Worcester BID's financial position for the 12 month period 1st April 2012 to 31st March 2013.

Activity	£
Levies received less refunds	386,010
Voluntary contributions	11,432
RingGo Income	17,582
Training courses and bank interest	2792
Total Income	417,816
Expenditure	£
Spreading the Word	127,322
Safer City	106,895
Getting Out and About	32,556
Attractive City	15,180
United Voice	16
Management/Administration	82,225
Bank Charges	26
Total Expenditure	363,220
Net Surplus	53,596

Notes: At the time of printing (June 2013), 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 2013 onwards.



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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
Nadja von Dahlen	BID Marketing + Events Officer
Hazel Shephard	BID Co-ordinator
Street Rangers	07982 405009

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