

Worcester City Traders Meeting

The Old Pheasant – New Street

<https://www.theoldpheasant.co.uk/>

5:45pm Tuesday 27th February

Chair – Phoebe Dawson – Worcester BID Manager

Meet the Creative Agency – Sam Murphy & Adam Edney (773C)

- The creative agency is 773 Creative Ltd who will be utilised by the BID for 12 months. 773C will support all campaign work and provide social media content, new channels of communication, graphic design for the Worc Social magazine and other marketing materials.
- This new marketing strategy will use Visit Worcester branding for residents and visitors to the city while Worcester BID branding will be aimed towards business and BID members communications.
- 773C will be visiting businesses alongside the BID team to discuss services and advice but have suggested that members should contact the agency through the BID.
- The success of the new marketing strategy will be measured through analytic software and footfall statistics, while the BID will be funding evaluation techniques while engaging with businesses to gather feedback.

Visit Worcester Website – Sam Murphy, Helen Mole (WCC) & Adam Edney (773C)

- The Visit Worcester website will be a partnership between Worcester BID and Worcester City Council.
- Both BID businesses and non-BID businesses will have personal logins to the website allowing them to create their own profiles on the website following approval. Worcester BID will liaise with its members while Worcester City Council will liaise with non-BID members. Training will be provided for creating profiles on to the website.
- WCC will attend a tourism show with a Visit Worcester stand, promoting the new website and new branding to national tourism organisations.

Police Updates – Phoebe Dawson

- The Policing strategy in Worcester is changing. There will be an assigned PC and PCSO to given areas, a Micro-beat, and they can easily contacted through a direct phone number. This will create an improved communications system and will allow for businesses to make enquiries which will may not necessarily be an emergency. Police Officers will continue to carry CityNet radios. These officers won't be strictly limited to these areas; however their allocated area will be their primary focus. The BID will continue to support the police and BID businesses with communication systems and advice.

City Net Services – James Bell & Gloria Hawthorn

- James and Glo introduced themselves as they new City Centre Ambassadors. As part of their new role James and Glo will continue to support City Net and this will include organising radio hire as well as offering bespoke security training and advice. For example, training for retailers will involve how to detect and how to deal with shoplifters etc, whereas training for bars and restaurants will involve identification of drug use and drunk or aggressive behaviour. This training is available and free of charge to all BID members. James and Gloria will continue to work closely with the police.

General Updates – Phoebe Dawson

- Mid Term review – as mentioned in our business plan, Worcester BID are currently undertaking the mid-term review to look at feedback on current services as well identify new or changing priorities.
- AGM –date Thursday 26th April 2017
- New BID board members opportunity – for more information <http://www.worcesterbid.com/about-the-bid/join-our-team>