

Worcester City Traders Meeting  
Pret a Manger, High Street  
<https://www.pret.co.uk/en-gb>  
8am Friday 3<sup>rd</sup> November 2017

Chair – Richard Barber – Store Manager at M&S and Worcester BID Director  
52 Attendees

### **Support Skills** -Worcester City Council

Amanda Lloyd talked about several grants available to businesses.

**Apprenticeship Grant.** Grants of up to £1,000 are available for Worcester based businesses to help in hiring an apprentice. For details visit [www.worcsapprenticeships.org.uk](http://www.worcsapprenticeships.org.uk) email [info@worcapprenticeships.org.uk](mailto:info@worcapprenticeships.org.uk) or call 0300 666 3 666.

**Business Start Up Grant.** If you are planning to start a new business or have been trading for less than 12 months you maybe eligible for a Business Start Up Grant. For further details visit [www.worcester.gov.uk/business](http://www.worcester.gov.uk/business) or email [economy@worcester.gov.uk](mailto:economy@worcester.gov.uk) or call 01905 722106.

**Business Growth Grant.** Grants of between £1,00 and £3,000 are available for Worcester based businesses which have been trading for more than one year and need assistance to help them develop, whether that is launching a new product, entering a new market or wanting to employ more staff. For further details visit [www.worcester.gov.uk](http://www.worcester.gov.uk) or email [economy@worcester.gov.uk](mailto:economy@worcester.gov.uk) or call 01905 722106.

### **Coaches**

One of the projects run by the Worcester BID is a coach meet and greet service. A Street Ranger or a member of the BID team board the coach and welcome the passengers, guide them around the city, offer them maps and answer any queries they have. The coach driver also receives £10 food and drink voucher, which they can spend at selected venues. If anyone is interested in accepting these vouchers (you will be reimbursed the amount they spend). Please contact Hazel Shephard on 01905 730930 or email [hazel.shephard@worcesterbid.com](mailto:hazel.shephard@worcesterbid.com)

### **Training**

The Worcester BID is organising a training schedule. To ensure we are offering the courses that the businesses need we are conducting a survey and would be grateful if you could spare two minutes to complete the online survey - <https://www.surveymonkey.co.uk/r/ZG78BSN>

### **Christmas Lights**

The new lights have been placed in the Broad Street trees and will be lit from 7am to 1am. The new lamp columns on The Cross, The Foregate and Foregate Street these will be lit 24 hours a day in line with the city council lights. We have stock for the 5m & 10m string lights which have initially been offered to businesses in areas where there are no street decorations, after the 6<sup>th</sup> November these will be offered on a first come first served basis to other BID businesses.

City Christmas Light switch on is with Pudsey on Thursday 23<sup>rd</sup> November, all city council Christmas lights will be on 24 hours.

### **Christmas Opening Hours**

We have collated the Festive season opening hours for the larger retailers, we would like to encourage you where possible to open later on the Thursdays on the run up to Christmas to create a better shopping experience. These hours have been shared on our website

<http://www.worcesterbid.com/wp-content/uploads/2014/05/Christmas-2017-Opening-Hours-1.pdf>

### **Christmas Campaign**

Sam Murphy from Worcester BID and Adam Edney from 773c

This year's Worcester BID Campaign is built around a 'Christmas in Worcester' theme, incorporating an illustration style that represents what the city has to offer. The advertising is going into the local and regional papers and magazines includes a Worcester gift guide that has gone into the West Midlands Region The Times and The Mail. Businesses can takeover our Instagram, we will have an interactive advent calendar where the public can win prizes worth up to the value of £200 and enjoy daily offers at local businesses. There will also be Snapchat filters which can

be used during the Christmas Lights Switch on, Christmas Fayre, Christmas Parties and a general Christmas in Worcester filter when there are no events in the city. For full details on the Worcester BID Christmas Campaign please visit – [www.worcesterbid.com/christmas](http://www.worcesterbid.com/christmas).

### **We are Backing Worcester Campaign**

The Worcester BID have been proactively promoting the Worcester businesses during this campaign and has managed to get over 20 articles printed in the paper and online. Please keep sending your good news stories and achievements either via social media by tagging the @WorcesterBID or emailing [info@worcesterbid.com](mailto:info@worcesterbid.com). Let's keep the positive in the local media.

### **Small Business Saturday**

Is taking place on Saturday 2<sup>nd</sup> December, Worcester BID are working with local partners the LEP and City council to promote the fantastic independent businesses we have in the city. A number of articles will be in the Worcester News and we will be creating a buzz on the actual day and will be doing a walk about with the local MP Robin Walker.

**Next meeting is on Friday 12<sup>th</sup> January 2018 at 8am**