

Worcester city Traders Meeting
Cosy Club, Cathedral Square
<http://cosyclub.co.uk/clubs/worcester/>
Wednesday 13th September 2017

Chair – Vance Parson (Worcester BID Director/Director Driver Hire Worcester)
43 Attendees

Introduction to Phoebe Dawson, New Worcester Bid Manager

Phoebe joined the team end of August after previously managing the successful Worcestershire Growth Hub, Worcestershire Business Central. She is excited about taking the BID forward and working with the city centre businesses and partners.

If you wish to contact Phoebe her contact details are 01905 731612 – phoebe.dawson@worcesterbid.com

Worcester Stands Tall

Tricia Cavell, St Richards Hospice talked about a new project for the Summer of 2018, where the city will be home to 25-35 giraffes, a similar scheme to the Birmingham Owls, Sheffield Elephants, Wolverhampton Wolves and Bristol's Gorillas. These giraffes are decorated by local artists and are sponsored by local businesses and schools. The scheme is being run by St Richards Hospice to raise funds for a new expansion to the Hospice.

The trail draws in thousands of visitors, and the city's/ towns who have previously run the scheme have seen the local economy improve, increase in footfall/dwell time/spending and seen visitors explore areas they don't normally visit. The trail will be available through an App, also people can vote for their favorite giraffe. At the end of the 10 weeks the giraffes will be auctioned off at a special event.

For further details visit - <http://www.worcesterstandstall.co.uk/> or contact Tricia Cavell on 01905 763963.

Christmas

Light Switch on is Thursday 23rd November, with a stage outside the Guildhall, with Pudsey switching on the lights. Father Christmas arrives on Sunday 26th November. These have been organized so there will be no dip between the lights switch on and the Fayre.

Christmas Fayre

It was confirmed that the 25th Christmas Fayre is on from 30th November until 3rd December. The main organizer for the event is Helen Mole at Worcester City Council, her contact details are helen.mole@worcester.gov.uk, 01905 722374, 07720 208168. LSD Promotions are organizing the fayre stalls – Sean Firth 07780 000437, sean@lsdpromotions.com. The Fayre opening times are

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| Thursday | 12pm to 9pm |
| Friday | 11am to 9pm |
| Saturday | 10am to 8pm |
| Sunday | 11am to 5pm |

Currently there are over 175 stalls, over 150 coaches booked, a new entertainment stage will be in Cathedral Square and toilets will be added to Friar Street to increase dwell time in this area.

Christmas Opening Hours

The Worcester BID are collating the Christmas opening hours for the larger retailers and will use the information to encourage the independents to open later for the Thursday late night shopping. Also, when late night shopping is advertised we are aware of which shops will be open later.

Small Business Saturday

Is on Saturday 2nd December, we will be promoting the independent businesses with local papers and radio, doing a walk around with Robin Walker on the actual day. We need businesses to send us their news and press releases, we will be shouting about Worcester having over 60% independent businesses.

Other Events

Worcester Music Festival Is being held on the 15th – 17th September which is incorporating 25 venues offering live music, there will also be a stage at the Guildhall on the Friday and Saturday showcasing a variety of bands and solo artists.

Worcester City 10k Run takes place on Sunday 17th September, road closures will be in place, details will be circulated to businesses.

Festival of Business is on the High Street Friday 15th September, opportunity for Worcester Businesses to promote themselves.

Foodie Festival Feedback

The 3-day Festival was held on the 4th - 6th August, on the High Street and Cathedral Square. It incorporated 4 stages – Main stage in new Cathedral Square, Masterclass on High Street outside Guildhall, Music stage outside Clintons and the Kids Stage in Bell Square, Crowngate.

The celebrity chef was Jean Christoph Novelli who had sessions on the Saturday. The stages also included demonstrations from Cosy Club, Bottles, The Pheasant, Alexanders and Waylands Yard.

There were over 70 Food and Drink stalls and a quarter of those were BID businesses.

Marketing included – Lifestyle section of The Metro to engage commuters, 15 articles prior to the event, also editorial and adverts in Live 24/7 magazine. We worked in partnership with Worcester City Council to create a Summer in Worcester combined wrap around the Gazette and the Journal. The Foodie Festival will also appear in the next issue of the living magazine in the society pages.

This year's program has not only increased in pages (now 28 pages) the print run was increased to 10,000. Programs, leaflets and posters were distributed through city centre businesses, delivered to TICs, garden centres, libraries cafes etc. in surrounding Worcestershire areas.

Gull reduction

Mark Cox from Worcestershire Regulatory Services talked about the campaign aimed at businesses and members of the public to help reduce the number of gulls in the city. The joint campaign with Worcester BID, Worcester City Council and Worcestershire Regulatory Services offers gull proof sacks, an egg replacement scheme, advise on discouraging gulls from the city centre, by reducing the food available and spaces for them to nest. Mark would be interested in hearing from any business who would like advice or any that have access to roofs where the gulls nest. Business Advice leaflets and gull proof sacks are available from Worcester BID or for further advice contact Mark Cox on mark.cox@worcsregservices.gov.uk or visit www.worcester.gov.uk/gulls or www.worcsregservices.gov.uk/pest-control/gull-control