

# **WORCESTER BUSINESS IMPROVEMENT DISTRICT**

**ANNUAL REPORT  
2017/18**

# WELCOME FROM WORCESTER BID MANAGER

I am delighted to lead Worcester BID - a business led partnership dedicated to making Worcester a better place to live, work, visit 'Shop, Eat and Play'.

With the support of our business community, and by working closely with local partners, we are delivering real value back to our members via a range of products and services.

I had the pleasure of joining Worcester BID at a pivotal point for the organisation and it has been great to have the opportunity to meet many businesses which make up our vibrant City Centre over the past seven months. The last year has seen significant progress against our ambitious business plan, some of our key achievements are on the page opposite.

This report not only outlines the extent of our achievements over the last year, but also provides information on financial performance, delivery and governance.

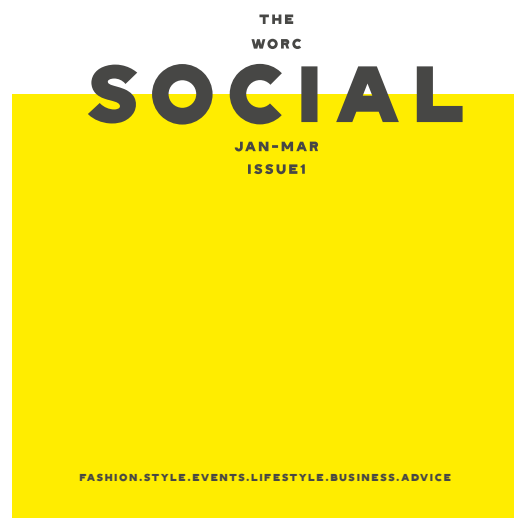
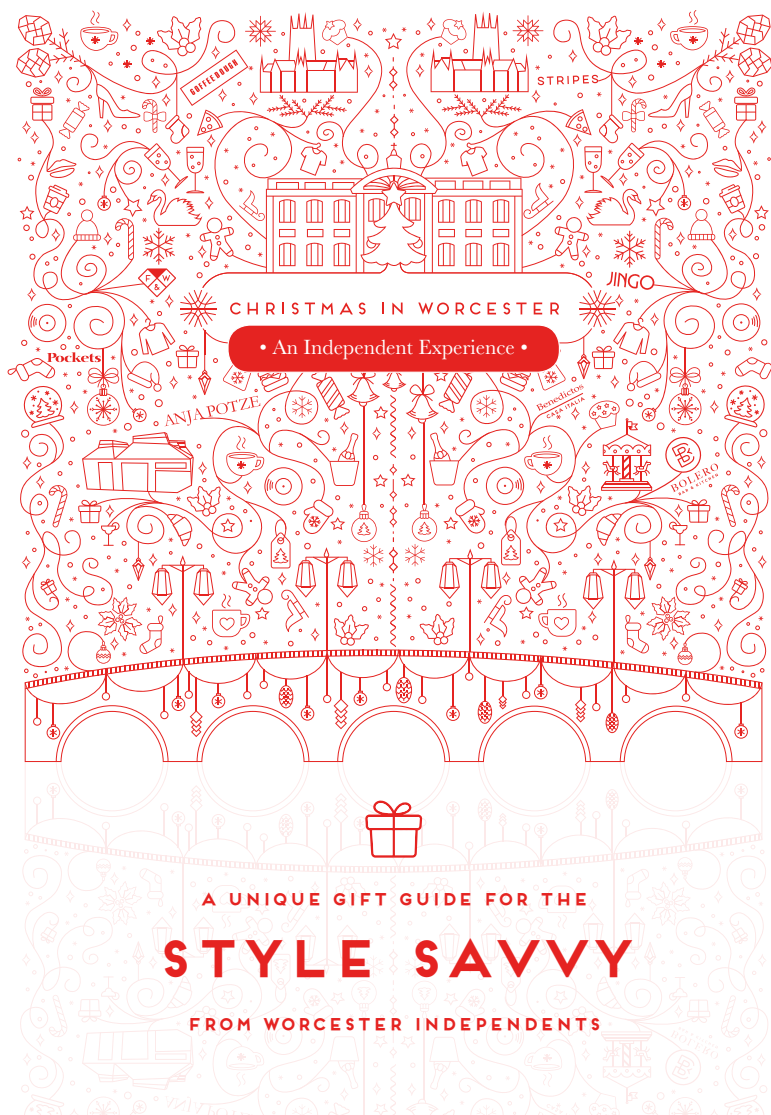
We hope it provides our businesses and levy payers with a helpful summary of what Worcester BID has done on your behalf and, although impressive, there is much more to come and more for us to do as we work towards ensuring a successful and prosperous future for Worcester and everyone who works, visits or lives here.

This document explains what has been achieved by the Worcester Business Improvement District (BID) in Worcester during 2017/8, the third year of our second five year term.

In November 2014, Worcester city centre businesses with a rateable value of over £7,500 at that time voted to consider the renewal of a BID (65% voted 'Yes' by number and 71% voted in favour by rateable value) and implement the proposals set out in the 2015 – 2020 Business Plan (see [www.worcesterbid.com](http://www.worcesterbid.com) for a copy). The proposals 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.

## 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



VISIT YOUR  
**CULTURAL**  
**INDEPENDENT**  
HISTORIC  
WORCESTER

# WELCOME FROM WORCESTER BID CHAIRMAN

The BID is now well into the second 5 year term, working to deliver the projects identified in the business plan, agreed through consultation in 2014, prior to the vote in 2015. This has been a pivotal year for Worcester BID, welcoming a dynamic new manager to lead the team through the next two and half years with a strategic response to the evolving needs of city centre businesses.

I am sure that you will agree that real progress continues, evidenced by the information and statistics included in this report. This work is not done in isolation and the BID continues to work alongside partner organisations to maximise opportunities and ensure we make a visible and positive difference to the city centre; because the striking thing about Worcester is the passion people have for their city and their pride in it, and the passion is no more evident than with our own Board. The members are drawn from different sectors across the city and I would like to thank them all for their hard work and contributions over the year.

**ERICA BURLACE**

## WHAT TO EXPECT IN 2018/19

- *Customer service assessments*
- *Worcester BID Awards*
- *Wider variety of training courses, more frequently offered*
- *Business to consumer website launch*
- *Networking events*
- *Loyalty offer scheme*
- *Partnership working and lobbying - tackling homelessness, public realm improvements*

# 82%

**OF SHOPPERS WOULD  
ACTIVELY SHOP IN  
INDEPENDENTS.**



# THE WORCESTER BID BOARD 2017/18

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.

## **ERICA BURLACE** CHAIRMAN

Shopping Centre Manager

*Crownsgate Shopping Centre*  
(*The Crown Estate*) Representing  
Property Owners

## **RICHARD BARBER** VICE-CHAIR

Store Manager

*Marks & Spencer*  
Representing multiple retailers

## **ROBERT HIGHAM** SECRETARY

Board of Finance

*Worcester Diocesan*  
Representing the  
Professional sector

## **MARK HUGHES**

Director of Estates and Facilities

*University of Worcester*  
Representing public agencies

## **DEAN HILL**

Director

*Tramps Nightclub, Mode, Velvet*  
*Lounge*  
Representing the Tourism  
/ Leisure sector

## **NICKI WILLIAMS**

Deputy CEO

*Heart of Worcestershire College*  
Representing the Financial sector

## **ADRIAN GREGSON**

Councillor

*Worcester City Council*  
Representing public agencies

## **TIM EVANS**

Owner

*Toys & Games of Worcester*  
Representing independent  
retailers

## **RICHARD BROOMHEAD**

Owner

*Chocolate Deli*  
Representing independent  
retailers

## **PAUL MEREDITH**

Owner

*The Zip Yard*  
Representing independent  
retailers

## 2017/18 BID EMPLOYEES

### **PHOEBE DAWSON**

BID Manager  
(August 2017 onwards)

### **HAZEL SHEPHARD**

BID Business Liaison Manager

### **NADJA VON DAHLEN**

Marketing and Events  
Manager (Maternity leave)

### **SAMANTHA MURPHY**

Marketing and Events

### **JACK HINCE**

Crime Reduction Manager  
(22.5 hours per week)

### **GLORIA HAWTHORN**

Under-cover Store Detective

### **SHELLY SIMPSON**

Project Delivery Lead (January 2017  
temp cover for maternity leave)

### **JAMES BELL**

BID Ranger

# WORCESTER – WHAT'S NEW?

During the last twelve months investment across the city has continued, with a number of exciting projects and initiatives underway:

- *Opening of Cathedral Square retail and leisure complex and new public square. £22M investment from private and public sector.*
- *Worcester Commandery £0.5M enhancement works completed.*
- *City Centre Master plan consultations.*
- *Museum of Royal Worcester enhancement works.*

# MUCH TO CELEBRATE

- *Anja Potze Jewellers featured as part of the National Small Business 100 Campaign.*
- *25th Anniversary of Worcester's Victorian Christmas Fayre.*
- *The first Worcester City Apprenticeship grant was awarded to new BID business – Headturner Search on Foregate Street.*
- *Embrace Lingerie - awarded Highly Commended in the Excellence & Outstanding Achievement category at the National Lingerie Awards, The Stars.*



# 39

## NEW BUSINESSES TRADING SINCE BEGINNING 2017.

### KEY ACHIEVEMENTS IN YEAR 2017/8:

The first edition of –**THE WORC SOCIAL**– editorial produced and distributed across the West Midlands.

Organised and delivered the **FOURTH ANNUAL** Worcester Food Festival, a three day event to expand the marketing period and offer to customers.

Christmas 2017 print media coverage over **800,000.**

Christmas in Worcester gift guide in the Saturday Times and Mail on Sunday- featuring **17 INDEPENDENT BUSINESSES.**

# THE BID BUSINESS PLAN

Each of the 5 objective areas has projects within them which the BID must carry out during its five year term. The objectives within these and the details on the progress of the projects undertaken (in 2017/8) are outlined opposite and overleaf.



## SPREADING THE WORD 2015 TO 2020 BUSINESS PLAN OBJECTIVES INCLUDE:

- *Utilise a marketing budget to increase footfall and encourage spend using a variety of media channels.*
- *Undertake a high-profile Christmas campaign.*
- *To promote Worcester if it suffers from flooding or any other unforeseen event #open4business.*
- *To encourage trade between fellow BID businesses.*
- *To promote the city's business offering at student events such as Freshers' Fairs and Crowngate Shopping Centre's own student related events.*
- *'An Independent Experience' a specific campaign to support independent businesses, partnering with national organisations to help promote the business through their campaign work.*

**OVER 100% MORE** income received from sponsorship in 2017 compared to 2016\*.

2017 Food Festival attracted approximately **215,000** visitors across the three days - celebrity chef Christophe Novelli.

**OVER 8000 COPIES** of the Food Festival programme were distributed to various locations around Worcestershire- showcasing all of the businesses involved with the Festival.

Total digital media cover (reach) – **322,823** (**234,755** came from Christmas alone).

Worcester BID once again delivered the Worcester Motor Festival in association with the Worcester News. The 2017 event attracted **42 DEALERSHIP** cars by **15 EXHIBITORS** and **134 CLASSIC CARS** to **6 PEDESTRIANISED STREETS** in Worcester city centre. **74 BUSINESSES PARTICIPATED** with offers, trails, displayed bunting, dressed their windows or ran in store activities and competitions. 7 of these had a stall or a display pitch.

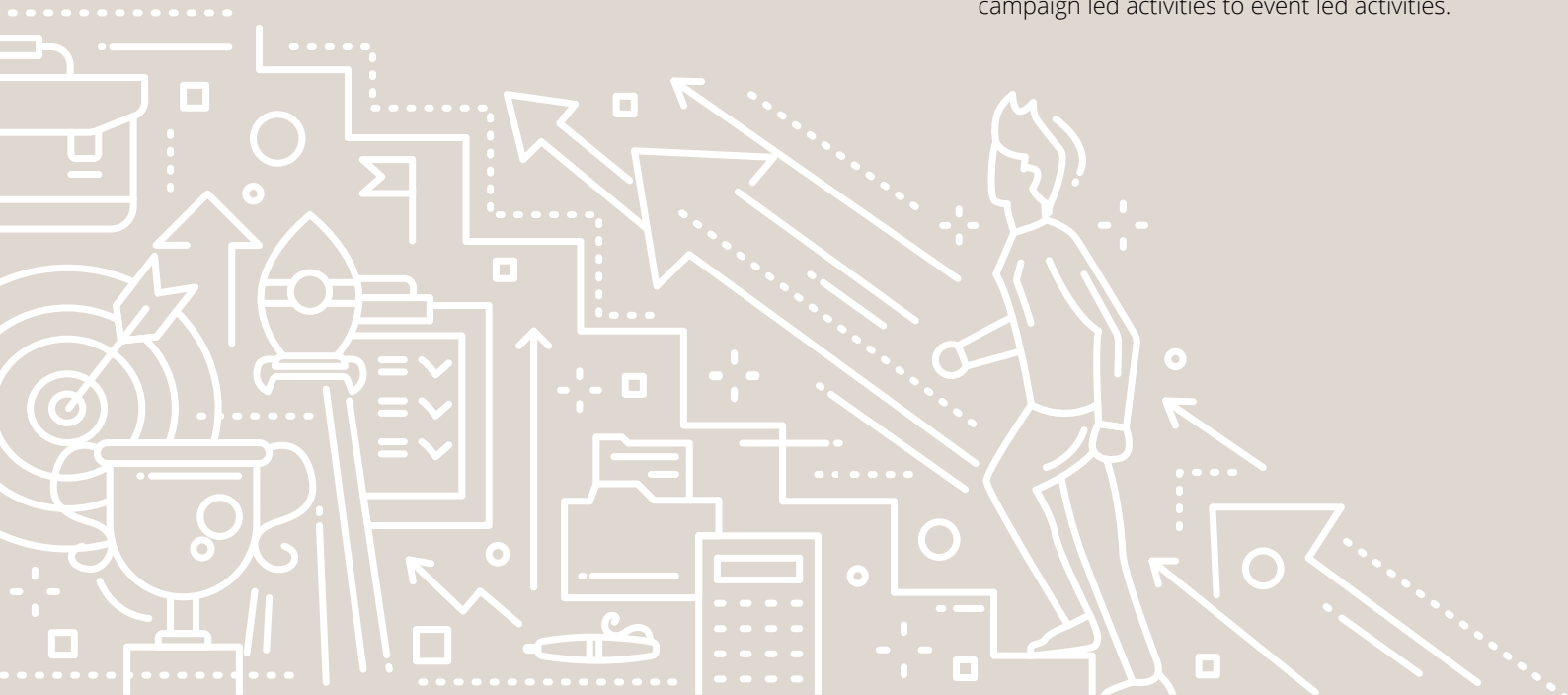
In partnership with Crowngate Shopping Centre, Worcester BID organised student incentives for over **30 CITY CENTRE BUSINESSES** and organised these at the University of Worcester and HOW college Freshers' Fairs.

\*(Sponsorship for 2017 events was £8,288 income vs 2016 events of £3943 income)

**100** business engagements between April to August 2017 via Foodie and Motor Festivals.

**294** Business engagements for all events and campaigns.

**194** business engagements between September and December 2017 as a direct result of, among other things, the Christmas Campaign and The Worc Social magazine; proving a stronger engagement from campaign led activities to event led activities.



## CHRISTMAS IN WORCESTER

We led on the city's Christmas marketing campaign aimed at attracting locals and visitors to spend their money in Worcester during this crucial trading period. It was regarded by many as the best Christmas campaign that the BID had undertaken. This involved advertising, with digital media reach of **234,755** and print media coverage of over **800,000**.

## SKY NEWS TELEVISION

**November:** BID Manager interviewed in city centre on Autumn retail trading figures and the run-up to Christmas

## BBC NEWS 24

**March:** BID Manager interviewed during Beast from East about Worcester #Open4Business.

## WALL PLANNER

All businesses received a Wall Planner highlighting the events in Worcester being run this year to help them plan ahead. The 2018 Wall Planner had space for twelve businesses to advertise along the bottom, so BID service sector businesses were given the opportunity to advertise for free on a first come, first served basis.

## THE WORC SOCIAL

The first edition of The Worc Social magazine was launched in January 2018 and was well received by members, stakeholders and, most importantly, the general public. 5000 copies of the second successful edition were printed and distributed across the West Midlands.

## BBC RADIO HEREFORD AND WORCESTER RADIO

### BID MANAGER INTERVIEWED:

**November:** Late Night Shopping and the Christmas Light switch on.

**December:** Boxing Day sales.

**March:** Homelessness across the city.

**March:** Impact of the 3 day New Road closure on city businesses.

## FREE RADIO

### BID MANAGER INTERVIEWED:

**November:** Small Business Saturday.

**November:** Christmas trading across the city.



# 42%

OF SHOPPERS TAKE 3 TO 6 SHOPPING TRIPS IN WORCESTER A MONTH, WITH AN ADDITIONAL 23% TAKING MORE THAN 6 TRIPS.



## ATTRACTIVE CITY

### 2015 TO 2020 BUSINESS PLAN OBJECTIVES INCLUDE:

- *To work in partnership with other agencies to help reduce the number of gulls in the city centre and the problems that they cause.*
- *To bring floral installations across the BID area to ensure that the businesses, streets and city centre as a whole provide a pleasant environment to walk around and work in.*
- *Offer Christmas lights for the frontages of BID businesses, as well as street lights in Broad Street, trees and lamp post columns in Foregate Street, The Foregate and The Cross.*

### KEY ACHIEVEMENTS IN 2016/17:

New Christmas Lights were purchased and installed along Foregate Street, The Cross and The Foregate as well as to 8 trees in Broad Street.

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We continued to offer those businesses in areas without street lights free loan of our internal lights for their window frontages and consequently supported 55 businesses.

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We installed and maintained summer floral planters across BID area.

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We continue to offer free gull proof sacks to all businesses. These can help prevent trade waste being strewn across the street.

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# SAFER CITY

## 2015 TO 2020 BUSINESS PLAN OBJECTIVES:

- *To allow any BID business to benefit from free membership of the CityNet and NightSafe anti-crime groups for the day and night time economies.*
- *To fund a part-time roaming store detective to help identify shoplifters and work with partners to bring them to justice.*
- *To employ Street Rangers to liaise with and provide information to businesses, report any issues within the public realm, assist visitors and promote businesses and their offers and vacancies etc. via social media.*
- *Employ taxi marshals to operate at The Cross on Saturday nights / Sunday mornings.*

## KEY ACHIEVEMENTS IN YEAR 2016/17

Our experienced BID Street Rangers continued 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, liaising with businesses, reporting any damage or mess which requires urgent attention, meeting and greeting coaches with visitors to the city and carrying out high visibility foot patrols with the aim of improving the visitor experience through excellent customer service.

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Worcester BID has continued to work closely with NightSafe to produce and undertake the administrative processes relating to incidents recorded within Worcester City Centre. The co-ordination and administration for NightSafe was transferred to the BID January 2018.

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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.

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The BID Team continue to be involved in Team Worcester, an initiative which involves partners such as the Police and Civil Enforcement Officers amongst others, to work closely together to resolve issues more efficiently and effectively.

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# GETTING OUT & ABOUT

## 2015 TO 2020 BUSINESS PLAN OBJECTIVES INCLUDE:

- *To continue to provide the successful 'pay for parking by phone' system, RingGo.*
- *Deliver initiatives which will offer discounts and improved payment conditions in the city's car parks for employees of BID businesses, as well as lobbying on reduced charges generally and for events and other special occasions where required.*
- *To offer businesses footfall data and analysis from the 4 counters already installed in the BID area.*
- *To maintain the BID's fingerpost signage.*

65% OF SHOPPERS SPEND BETWEEN 2 AND 5 HOURS IN THE CITY WHILE SHOPPING.

## KEY ACHIEVEMENTS IN 2015/16:

Since we launched the RingGo Pay for Parking by Phone project in November 2010, it has been used 1,038,129 times by members of the public across 14 city centre car parks. In 2017/18, it was used 288,177 times, demonstrating that the demand for this service continues to grow with 27.8% of all RingGo transactions taking place over the last twelve months. The BID funded the convenience fee cost for users wanting to extend their stay using RingGo in an aim to encourage customers to spend longer in the city centre and spend more.

We continue to work in partnership with partners at Crowngate and NCP to offer over employees of BID levy paying businesses with the opportunity to reduced car parking charges paying just £3 Mon-Fri at Crowngate and £3.10 every day at NCP. Over 270 employees of BID businesses have received discount cards for NCP during 2017/8 with over 250 of those applying since January 2018.

We have sent weekly footfall reports to over 90 businesses, rising to over 180 businesses in March 2018. Reports give details of the footfall in the previous week using the four cameras 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.



# 19.5K

Stock value recovered by our part time dedicated store detective funded through the BID up £6,500 from 2016/7.

# 92%

Detection rate for CityNet members.

# 10

Number of BID businesses who have attended security training.

# 141

Businesses have received free or heavily subsidised training over the last twelve months inc: First aid, social media and security training.

# 17%

In 2017, December's footfall totalled 2,359,723 which was a 17% increase from December 2016.

# 6.3%

Footfall – 2017 **17,618,910** 6.3% up against 2016 **16,599,533**.



# BETTER TOGETHER

## 2015 TO 2020 BUSINESS PLAN OBJECTIVES:

- *To offer free or heavily subsidised training courses for employees of BID businesses.*
- *To embrace technology using current social media platforms.*
- *For businesses to have an influence on key issues which affect businesses and the city as a whole.*
- *To provide opportunities for businesses to ensure that their own interests are represented on major issues.*
- *To seek grants and further investment into the BID area.*

## KEY ACHIEVEMENTS

In 2017/8 we received £10,384 in voluntary membership contributions.

The 2017 Christmas in Worcester campaign saw us change our campaign to deliver a partnership approach, something which we hope to see continued and developed through 2018-2020.

Increased the frequency of the Trader's Meetings for day and night-time economy businesses; these are an excellent opportunity to hear updates on important issues and are regularly attended by 40 plus BID businesses.



# FINANCIAL SUMMARY

The table below sets out Worcester BID's financial position for the 12 month period 1st April 2016 to 31st March 2017.

INCOME	£
Levies received less refunds	393,262
Voluntary contributions	10,398
RingGo Income	58,064
Event Income	23,867
CityNet Radio Income	20,930
Bank Interest	6
<b>Total Income</b>	<b>506,527</b>
EXPENDITURE	£
Spreading the Word	155,529
Safer City	99,242
Getting Out & About	77,820
Attractive City	22,538
Better Together	11,149
Management / Administration	108,243
Bank Charges	296
<b>Total Expenditure</b>	<b>474,817</b>
<b>Net Surplus / (Deficit) for 2016/17</b>	<b>32,681</b>

Notes:

The full management accounts for each year are available at [www.worcesterbid.com](http://www.worcesterbid.com)

Figures may not add up due to rounding.

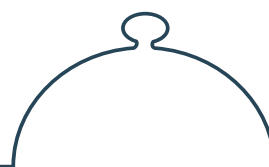
THE TOP  
**2**  
LOCATIONS

FOR PARKING  
IN THE CITY  
WERE ST.  
MARTINS  
GATE AND  
CROWNGATE



**67%**

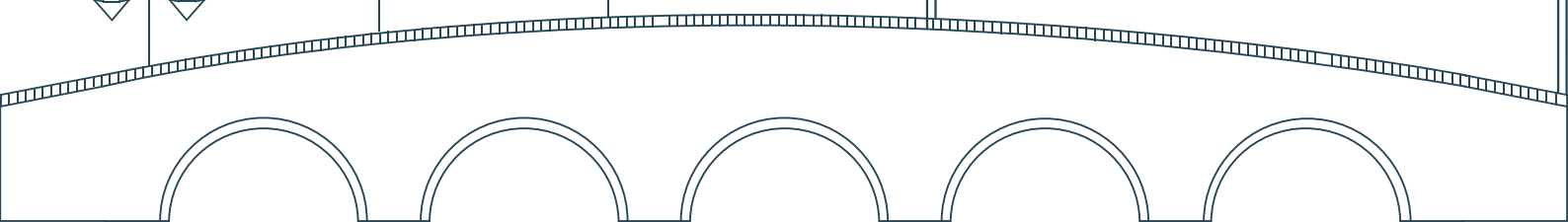
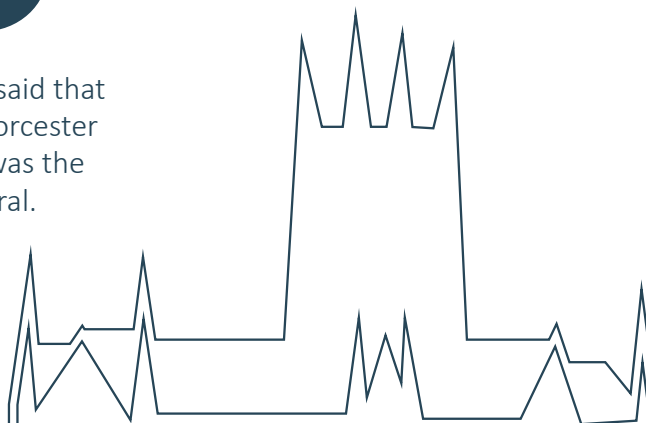
OF SHOPPERS EAT AND  
DRINK IN WORCESTER AT  
LEAST ONCE A MONTH,  
WITH MORE THAN HALF  
OF THOSE USERS EATING  
OR DRINKING OUT AT  
LEAST FORTNIGHTLY.



THE MAJORITY OF  
SHOPPERS FAVOURITE  
ACTIVITY TO WIND  
DOWN IN WORCESTER  
INVOLVED EATING &  
DRINKING OUT, OR  
A WALK ALONG  
THE RIVER.

**86%**

of shoppers said that  
favourite Worcester  
landmark was the  
Cathedral.



## 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:

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  WorcesterBid

