



WORCESTER
BUSINESS
IMPROVEMENT
DISTRICT



**YOUR BID
YOUR VIEWS**

WORCESTER BID

Worcester BID is one of over 300 UK BIDs which, through a partnership of levy-paying members, work to improve business in city centres.

Originally founded in 2010, we deliver a range of projects and services to promote the city, save costs for businesses, improve the trading environment, and give a strong voice to businesses on key issues affecting them.

We are governed and led by our democratically elected, voluntary Board of Directors, all of whom are representatives of the city's businesses.

Under Government legislation, we are now approaching the end of our second five-year term, and therefore to continue we need to run a renewal ballot.

This is where you come in. We want to know what you think we have done well; what we could have done better; and what new initiatives you'd like to see introduced.

Worcester BID is THE voice of the city centre businesses and now is the time to make your views heard and help shape its future.



THE STORY SO FAR

Worcester BID was founded in 2010, and during our first-term (2010-2015) we invested over £2million in projects to ensure Worcester is an attractive, vibrant and safe place to live, work, and play. These included installing new navigation and signage, bringing large-scale events to the city, supporting the city centre crime-reduction partnership and national PR campaign during the devastating floods of 2014 (Worcester is Open4Business).

In 2014, the business community came together again to identify the activity it valued, and where they wanted to see more focus. This consultation went on to determine the content of the BID 2 business plan, and once the BID was voted in for another term in November 2014, this document set the agenda and delivery plan for the next five years.

141

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



PROMOTING THE CITY

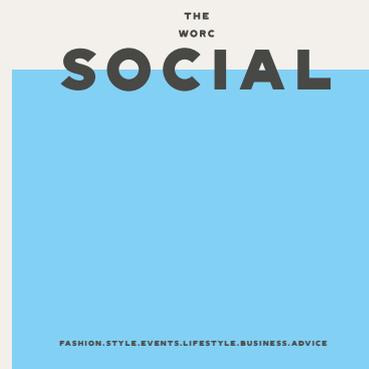
Worcester BID creates and distributes the renowned quarterly magazine, The Worc Social. The BID is also a key delivery partner of Visit Worcester and manages and delivers the social media platform and content for the locals and visitors. This includes website, social media and video channels. Worcester BID delivers the seasonal campaigns (Christmas in Worcester, Summer in Worcester) for the city and these have included gift-guides and visit-guides in national media. Worcester BID ran the successful Motor Fest 2013- 2017 and has been responsible for delivering the firm favourite in the Worcester annual calendar, Worc Food Fest, since 2014.

This event and our other media campaigns and promotional activity has really enhanced the profile of the city – reaching new audiences, and most importantly, creating a platform for BID members to showcase their businesses.

+39,386

Worcester Food Fest totalled 220,850 visitors over the three days which saw a 39,386 increase from the same event in 2017.

WORC FOOD FEST



SPREADING THE WORD



IMPROVING SAFETY

Worcester remains a safe city with an excellent anti-crime and ASB (Anti-Social Behaviour) crime operation which Worcester BID funds and delivers. 'CityNet' is Worcester's crime reduction partnership which, during the last twelve months, has grown further to include businesses from across the city's thriving night-time economy. The BID employs an SIA trained BID Ambassador, and all BID businesses benefit from free membership to CityNet - which directly supports members, as well as linking businesses to each other, the CCTV control room via subsidised radios, and more recently (and most importantly) to the police via a user-friendly app.

*Supported by
West Mercia Police*



65K

Stock value recovered by our part time dedicated store detective funded through the BID from 2015 - staggering 96% return on investment.



ENHANCING THE AREA

Worcester BID has worked hard to support the City Council with their drive to reduce number of gulls across the city and all BID businesses have access to free gull-proof sacks to store their waste. We have also continued to provide seasonal floral displays across the city as well as funding Christmas lights in accessible areas not covered by the city council funded lights. For those streets where fixed lights cannot be offered, the BID has provided festive lights for window displays.

The BID is incredibly proud to have led on the development of the Worcester Cares initiative. Recognising the developing issue of rough sleeping across the city, the BID joined forces with key partners to represent the needs and concerns of the BID businesses as well as residents and visitors to create Worcester Cares.

A background image showing Worcester Cathedral in the distance, partially obscured by trees and a field of vibrant pink and white flowers in the foreground.

ATTRACTIVE CITY

IMPROVING ACCESSIBILITY FOR VISITORS, RESIDENTS AND EMPLOYEES

Since 2010, Worcester BID has continued to provide the successful RingGo parking initiative, allowing cashless parking and supporting/encouraging visitors to extend their stay in the city. Worcester BID has also successfully negotiated discounts for member businesses within city centre car parks. Footfall data remains a key measure considered when reflecting on how successful an area is performing and Worcester BID continues to fund cameras and offer businesses weekly updates and analysis on the figures.

6.3%

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



17%

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

GETTING OUT AND ABOUT



WORKING FOR YOU

Worcester BID's professional lobbying positively influenced outcomes on many important local decisions, including the planning application refusal for the out-of-town retail park 'Worcester Woods'. Worcester BID continues to work closely with local authorities, utility providers and other stakeholders across the city to ensure that they are consulted on all decisions impacting the city centre and that in doing so, the voices and opinions of the city centre businesses are heard and considered.

PREPARING FOR THE NEXT 5 YEARS

WELCOMING AND ENHANCING

Improving the city centre experience for all visitors.

PROMOTING AND SUPPORTING

Growing the profile of the city and its businesses locally and nationally, whilst delivering direct cost-saving and business support projects as well as important safety partnerships.

REPRESENTING AND INFLUENCING

Giving businesses a collective voice on key issues and the city's future.

We are intending to maintain the levy threshold at a rateable value of £7,500 and the BID levy multiplier at 1.5% of the rateable value (managed shopping centres to receive 25% discount) with the introduction of a small annual inflation provision of 0.02% commencing in year 2.



● Proposed new boundary line



91

BID businesses have been involved in 'Worc Foodie Fest' between 2015 – 2018

52

businesses have benefitted from 121 social media training 2017-2018

77

BID businesses have been involved in the 'Worcester Motor Festival' 2015 - 2017

151

individual businesses were featured in The Worc Social during 2018 alone

130

BID businesses have been showcased in the new Christmas in Worcester campaigns, 2017 and 2018, with combined campaign reach of £2.1m

319

individuals employed by Worcester BID businesses have access to the discounted parking at the NCP car park, with a collective saving of **£3094.30** per day



Between 2015 and 2018 Worcester BID members have collectively saved £50,550 on CityNet Membership and discounted radio access.



YOUR VIEWS



Completed forms can be dropped into: Worcester BID office, 4 Copenhagen Street, Worcester WR1 2EY
Or you can fill out this form online at www.surveymonkey.co.uk/r/WBID3

My business is... An independent business A national brand

The following sector best describes my business:

Retail Pub/Bar Restaurant/Café Office/Commercial Hotel Arts/Culture Other

Please rate on a scale of 1-5 how valuable you feel the following Worcester BID projects and services have been or would be to your business and the city:

1 = Not very valuable
5 = Valuable

Visit Worcester social media

1 2 3 4 5

Visit Worcester video content

1 2 3 4 5

Christmas in Worcester campaign

1 2 3 4 5

Summer in Worcester campaign

1 2 3 4 5

The Worc Social

1 2 3 4 5

The Little Book of Independents

1 2 3 4 5

Promoting the town through city centre events

1 2 3 4 5

Footfall data

1 2 3 4 5

CityNet radio and app

1 2 3 4 5

Free training and workshops

1 2 3 4 5

Cost savings services

1 2 3 4 5

Lobbying local partners and MP on key issues affecting the city centre (Worcester Woods)

1 2 3 4 5

PR coverage

1 2 3 4 5

Engagement with city centre stakeholders on key city centre issues and decisions (EDL march, City Centre Masterplan, essential planned roadworks)

1 2 3 4 5

Car park incentives for employees of BID businesses

1 2 3 4 5

City dressing - seasonal flowers, bunting

1 2 3 4 5

Christmas lights (on suitable streets not covered by City Council lighting)

1 2 3 4 5

Developing new map and wayfinding/signage

1 2 3 4 5

Undercover store detective

1 2 3 4 5

Worcester Open4Business campaigns during floods and snow

1 2 3 4 5

Worcester City Ambassadors

1 2 3 4 5

Coach tourism – coach driver incentives, meet and greet service

1 2 3 4 5

A visible presence on street to welcome visitors and discourage ASB

1 2 3 4 5

Footfall recording and reporting

1 2 3 4 5

Spot-cleaning on street

1 2 3 4 5

Supporting efforts to reduce gull numbers by providing free gull sacks, stakeholder lobbying and innovative gull campaigns

1 2 3 4 5

Please order the following objectives by priority of 1 to 6, with 1 as most important, and 6 as least important. Please only use each number once.

- Improving the experience (spot-cleaning on street, wayfinding, vacant window activation)
- Promoting Worcester and attracting more people into the city centre (Visit Worcester social media, videos, The Worc Social)
- Saving costs for businesses (Utilities, waste, insurance, free training and workshops)
- Managing city safety initiatives (CityNet, undercover store detective, visible presence, BID Ambassadors, Best Bar None)
- Organising more free city centre events (The Food Fest, After WORC FeaST, pop-up parks) and supporting more free city centre events (Art trails (Worcester Stands Tall), Worcester Victorian Christmas Fayre) and ensuring businesses are informed and business engagement opportunities are maximised
- Representing the business community on city centre issues (Worcester Woods, Worcester Open4Business, Masterplan, EDL, PSPOs, Roadworks)

Any other activities or projects which you would like Worcester BID to consider for BID 3?

Any other comments

The information collected in this survey will help shape our future priorities and business plan

Your Details

Name

Business name

Job title

Telephone

Email address

Address

Voter Details (if different)

Name

Business name

Job title

Telephone

Email address

Address

THANK YOU!



PROVIDED BY
**WORCESTER
BUSINESS
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