



WELCOME

We are delighted you have chosen Worcester to locate your business and look forward to working with you in creating a trading environment which will help your venture prosper. Your business is situated in Worcester's Business Improvement District (BID) area, one of over 300 BID schemes now operating in the UK. A BID is a precisely defined geographical area of a town, city or any other commercial district where ratepayers have voted to invest collectively in local improvements that are in addition to those already delivered by the local authority.

Following a successful ballot, the Worcester BID began in April 2010 and in November 2014 the BID had a successful renewal ballot to allow it to run for another 5-year term. This means that the BID will be in place until at least March 2020.

The aim of the Worcester BID is to deliver a series of initiatives and services in Worcester city centre that will raise the profile of the city, create an attractive and flourishing business environment, attract more visitors and encourage them to explore all its facilities. The Worcester BID Ltd - a not for profit company - is delivering the BID business plan and represents the interests of all BID members, communicated through a Board of non-Executive Directors.

Phoebe Dawson is the CEO of Worcester BID and she works with the Worcester BID Board of Directors, who represent the businesses of Worcester. Together they are responsible for the strategic direction of the company and ensuring the delivery of the five key project areas contained in the Worcester BID business plan - projects identified by and voted for by the businesses of Worcester. Take a look at the enclosed inserts introducing you to our current projects and services.

Here are just a few examples of our successes and work that we carry out:

- ✔ Successful marketing campaigns including Christmas in Worcester and @VisitWorcester social media.
- ✔ Continued business support with promotions, events, marketing, social media and general business issues.
- ✔ Free membership to our anti-crime scheme 'CityNet', plus reduced rates for radio hire.
- ✔ Customer Service Assessments (Mystery Shopping exercises) and BID Awards Ceremony.
- ✔ Shortlisted for national awards, including the Great British High Street Awards.
- ✔ Installed 67 new pedestrian fingerpost signs highlighting key attractions and commercial areas.
- ✔ Colourful floral and Christmas light displays throughout the city centre.
- ✔ Introduced and support the RingGo system which allows people to pay for parking by phone.
- ✔ Campaigned against the proposed Worcester Woods Retail Park development, giving businesses a voice along with developers and councils.

Over its 5-year term, the BID generates over £2 million of additional investment into the city. There are over 640 businesses in Worcester that are included in the scheme.

The full Worcester BID business plan is available to download at www.worcesterbid.com. It outlines all of the BID projects in more detail, the BID area, and everything else that you need to know about the Worcester BID.

The enclosed inserts will provide you with a snapshot of current BID projects and services you can get involved with to make the most of your BID membership. Please contact our team to discuss your interests in more detail. We look forward to working with you!

Warm regards



Phoebe Dawson
CEO Worcester BID

4 Copenhagen Street,
Worcester, WR1 2EY

01905 731612
info@worcesterbid.com
www.worcesterbid.com

  WorcesterBID

WHAT DOES WORCESTER BID COVER?

Worcester BID 2018 - 2020
Projects at a Glance

BETTER TOGETHER

Power in numbers. Keep informed,
be heard, get involved

COST SAVING OPPORTUNITIES

Use the collective power of Worcester BID's 600+ members and the wider national BID network to reduce your business running costs, including energy, water, telecoms, pest control, testing, merchant fees, printing, insurance and local media advertising.

TRAINING COURSES

Variety of courses available for employees of BID businesses on either a free or heavily subsidised basis. From first aid and anti-terrorism awareness training to food hygiene, upselling, GDPR and more.

CITY SESSIONS

Worcester BID hosts regular City Sessions, bringing businesses together and informing members about local events, works and issues that may impact on city centre trading and providing opportunities for discussion and networking.

BUSINESS REPRESENTATION

Worcester BID liaises with a variety of local, national and regional stakeholders, groups and bodies to represent local businesses' interests.

GETTING OUT AND ABOUT

Ensure that the city centre BID area is easier and more appealing to access.

CAR PARK DISCOUNTS

Discounted parking prices at selected city centre car parks for employees of BID businesses.

COACH DRIVER VOUCHERS

Vouchers for coach drivers parking in Worcester city centre. Redeemable at selected local food and drink BID businesses.

COACH MEET & GREET SERVICE

Free 'Meet & Greet' service to pre-registered coach parties, including a brief welcome talk, provision of maps and directions.

SAFER CITY

Ensuring Worcester remains a safe city with an excellent anti-crime operation.

CITY CENTRE AMBASSADOR

Liaising with businesses on opportunities for involvement and assisting with business issues, reporting of general city centre issues, coach meet and greet service.

CITYNET

Worcester BID's Business Crime Reduction Partnership with members from across the day and night-time economies. Free CityNet membership for BID businesses. Fee applies for optional rental of radio equipment.

WORCESTER CARES

Worcester Cares is a united umbrella approach, supported by Worcester BID, which helps all the partner charities and support services coordinate their work to help people off the streets. Find out more on www.worc-cares.org.

82%

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

SPREADING THE WORD

It's all about marketing the city and its businesses

SOCIAL MEDIA

Worcester BID delivers the @VisitWorcester social media channels (Facebook, Twitter, Instagram).

VISIT WORCESTER WEBSITE

Worcester BID and Worcester City Council manage the Visit Worcester website (www.visitworcester.co.uk).

THE WORC SOCIAL

A local lifestyle magazine published quarterly, distributed regionally in print and digital formats.

LITTLE BOOK OF INDEPENDENTS

New booklet celebrating Worcester's wealth of independent businesses, a free service to all independent BID members.

CHRISTMAS CAMPAIGN

Marketing campaign in collaboration with Worcester City Council and partners, including free promotional opportunities for members.

STUDENT OFFERS

Year-round promotion of businesses' offers for students via social media.

BID AWARDS & CUSTOMER SERVICE ASSESSMENTS

Free 'Mystery shopping' assessments for retail and professional services members. Celebration of outstanding achievements at the BID Awards.

BID BUSINESS COMMUNICATIONS

E-Bulletins, social media (@WorcesterBID on Facebook & Twitter), footfall reports, website (www.worcesterbid.com), wall planner and business visits.

ATTRACTIVE CITY

Ensuring that the BID area is attractive to all by delivering projects in addition to those provided by the Councils.

REDUCING GULL NUMBERS

Free gull proof sacks for all BID businesses to help prevent trade waste being strewn across the street.

FLORAL DISPLAYS

Installation and maintenance of summer floral planters across the BID area.

CHRISTMAS LIGHTS

Installation of Christmas lights in Broad Street trees and lamppost columns in Foregate Street, The Foregate and The Cross.

Services provided by Worcester BID are free for levy paying businesses, unless otherwise stated.

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

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:

4 Copenhagen Street, Worcester, WR1 2EY
01905 731612 • info@worcesterbid.com • www.worcesterbid.com



WHAT ISN'T COVERED BY WORCESTER BID?

Key Contacts for Non-BID Projects and Services

WORCESTER CITY COUNCIL - 01905 722233

Non-BID Services	Details	Further Information and Contact
A-Boards	Worcestershire County Council are responsible for the Highways and associate regulations. Enforcement by City Council.	www.worcester.gov.uk/a-boards customerservicecentre@worcester.gov.uk
Business Grants	Start up support, growth grants, skills and inclusivity	economy@worcester.gov.uk www.worcester.gov.uk/inclusive-growth-grant-scheme www.worcester.gov.uk/business-start-up-support www.worcester.gov.uk/business-growth-grant www.worcester.gov.uk/skillsforgrowth
Business Rates		businessrates@southworcestershirerevenues.gov.uk www.worcester.gov.uk/business-rates 0300 4560560
Busking	Initial contact via BID, but overall responsibility is with Worcester City Council	info@worcesterbid.com www.worcester.gov.uk/busking
Cleansing of Streets & Footpaths	Online reporting	www.worcester.gov.uk/cleansing-of-streets-footpaths
Flyposting & Graffiti	Details for reporting on non-Council property provided on website.	customerservicecentre@worcester.gov.uk www.worcester.gov.uk/graffiti-and-fly-posting
Planning Applications & Permissions		planning@worcester.gov.uk www.worcester.gov.uk/planning
Road Closures	For city centre events	parkingoffice@worcester.gov.uk www.worcester.gov.uk/road-closures
Streetscene Use of Space Bookings	Cathedral Square	economy@worcester.gov.uk
Streetscene Use of Space Bookings	Parks & Greenspace	greenspaceevents@worcester.gov.uk www.worcester.gov.uk/holding-an-event-in-a-green-space

WORCESTERSHIRE BUSINESS CENTRAL - 01905 677888 • info@business-central.co.uk

Non-BID Services	Contact
Business Support - starting, running, growing, financing a business	www.business-central.co.uk

Non-BID Services	Further Information and Contact
Direct Debit Fundraising / Chugging	Initial contact via BID. Responsibility with Worcestershire Regulatory Services in terms of permissions. Guidance by Institute of Fundraising. Charity Commission will guide if the organisation is a registered charity. www.worcester.gov.uk/direct-debit-fundraising www.institute-of-fundraising.org.uk
Environmental Health (Food)	Starting a Food & Drink Business, Hygiene Ratings, Food Safety, Healthier Choices Scheme, Sampling, etc. www.worcsregservices.gov.uk/foodhealth/food.aspx
Gulls	www.worcester.gov.uk/gulls (except gull proof sacks by BID)
Licensing related complaints	e.g. noise nuisance, on street sales without street trading licence, charity collections without appropriate licence
Premises Licences	www.worcester.gov.uk/premises-licences
Street Amenities Applications	www.worcester.gov.uk/street-amenities
Street Collections Licences	www.worcester.gov.uk/street-collections
Street Trading (mobile & static)	www.worcester.gov.uk/street-trading
Temporary Event Notices	www.worcester.gov.uk/temporary-event-notice

WORCESTERSHIRE COUNTY COUNCIL - 01905 763763

Non-BID Services	Further Information and Contact
Highways Licences & Permits Fencing, skips, scaffolds, hoardings	www.worcestershire.gov.uk/info/20007/travel_and_roads/688/licences_and_permits
Road Works	Details about scheduled road works - https://worcestershire.roadworks.org
Streetscene Use of Space Bookings Static activities in the Highways at Angel Place, High Street & South Quay	01905 766155 streetscenebookings@worcestershire.gov.uk www.worcestershire.gov.uk/info/20001/business/1233/hire_promotional_space_in_worcester_city_centre
Road Closures	www.worcestershire.gov.uk/info/20007/travel_and_roads/688/licences_and_permits

HOW WE HELP YOU

SPREAD THE WORD



WORCESTER
BUSINESS
IMPROVEMENT
DISTRICT



SPREADING THE WORD

Through a variety of methods we target defined audiences to boost awareness of our city and its unique offerings, ultimately improving trading levels amongst BID businesses. A mix of channels including social media and digital marketing, print (The Worc Social), magazine and newspaper advertising (local, regional and national publications), street media and radio are used to achieve this.

Contact the BID team

Email info@worcesterbid.com with your ideas and to find out more on how you can get involved in these campaigns.

The Worc Social

Quarterly magazine covering fashion, style, events, lifestyle, business and advice.

The Little Book of Independents

Worcester is a haven for independent businesses and over 60% of the city's traders are independent businesses. We have created a handy directory which we distribute to coach visitors, the Tourist Information Centre and online.

Visit Worcester

Worcester BID work in partnership with Worcester City Council to deliver this brand locally, nationally and worldwide.

www.visitworcester.com

Search *Visit Worcester*   

WORCESTER BID COMMUNICATIONS

Keep informed about local business news, campaigns, events, consultations, cost savings, opportunities for involvement and more!

Business visits

Contact us on info@worcesterbid.com or 01905 731612 to schedule a business visit or speak with us about our projects and services.

Social Media

Search *Worcester BID* on   

Worcester BID City Sessions

our closed Facebook group for employees of BID businesses only.

Website

www.worcesterbid.com (business focus)

Wall Planner

Contact a member of the team to request a copy of our popular wall planner which includes key city centre events.

Emailers

You may also find our fortnightly E-Bulletins and Footfall reports useful. You can sign up for these by emailing the team on info@worcesterbid.com.

4 Copenhagen Street,
Worcester, WR1 2EY

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info@worcesterbid.com

www.worcesterbid.com

  WorcesterBID

HOW WE HELP MAKE A

SAFER CITY



**WORCESTER
BUSINESS
IMPROVEMENT
DISTRICT**



SAFER CITY

Worcester remains a safe city with an excellent anti-crime operation. The following projects and services are delivered by Worcester BID:

City Centre Ambassadors

Our experienced Ambassadors liaise with businesses, report any damage or issues which need urgent attention, meeting and greeting coaches with visitors to the city and carrying out foot patrols with the aim of improving the visitor experience. They also have excellent relationships with the Police and Safer Neighbourhood Teams to assist with combatting crime and anti-social behaviour efficiently and effectively.

CityNet

CityNet is our Business Crime Reduction Partnership and includes members from over 150+ businesses from across the day and night-time economies. It is an intelligence led approach to managing city centre crime issues and adopting a professional approach to combatting retail, business and city centre crime within Worcester, making the scheme extremely valuable to BID businesses.

Businesses are invited to join the shared radio scheme which gives you direct access to a radio network, which is monitored by local police officers, CCTV suites and other businesses, meaning that warnings of criminal activity can be efficiently communicated between members.

Membership is free for BID levy paying businesses. A fee applies for optional rental of radio equipment.

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  WorcesterBID



HOW WE HELP YOU

MAKE BIG SAVINGS



WORCESTER
BUSINESS
IMPROVEMENT
DISTRICT



MAKE YOUR MEMBERSHIP WORK HARDER

SAVINGS FOR YOUR BUSINESS AND YOUR EMPLOYEES

As a BID business, there are many ways you can access savings, both for you and your employees.

Employee discounted parking:

We work with a number of local parking providers to offer exclusive discounts to BID members.

Sign up today at
info@worcesterbid.com

Get the most out of your BID membership using the collective power of Worcester BID's 600+ members and the wider national BID network to reduce your business running costs, including:

-  **ENERGY**
-  **TELECOMS**
-  **WATER**
-  **TESTING**
-  **PEST CONTROL**
-  **MERCHANT FEES**
-  **INSURANCE**
-  **PRINT & DESIGN**
-  **LOCAL ADVERTISING**

Contact us today for your free bill analysis and contract review.

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01905 731612 • info@worcesterbid.com • www.worcesterbid.com

  WorcesterBID

**FIND OUT MORE ON
WWW.WORCESTERBID.COM/COSTSAVINGS**

HOW WE HELP YOU WITH

TRAINING



**WORCESTER
BUSINESS
IMPROVEMENT
DISTRICT**



TRAINING COURSES

Worcester BID offers free and heavily subsidised training courses for employees of BID businesses. These include for example:

- Effective Techniques to Maximise Sales
- Delivering Outstanding Customer Service
- Being an Effective Team Member
- Introduction to GDPR
- Introduction to Health and Safety
- Social Media Training
- Emergency First Aid at Work
- Project Griffin / Project Argus Counter Terrorism Workshops
- Retail Crime Reduction Training
- Security Training

The dates and venues of these courses are arranged according to demand. If you are interested in attending any of these courses or would like to suggest any other future training courses, please contact the Worcester BID team.

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info@worcesterbid.com www.worcesterbid.com

HOW WE HELP YOU

EVEN MORE



WORCESTER
BUSINESS
IMPROVEMENT
DISTRICT



Coach Party Incentives

We are keen for all visitors to Worcester to have a great time whilst here, and the 'Meet & Greet' service and coach driver vouchers help us to achieve that aim.

Meet & Greet Service

Pre-registered coach parties can book a free 'Meet & Greet' service, including a brief welcome talk, provision of maps and directions and the opportunity to ask questions about local city centre facilities.

Coach Driver Vouchers

We are encouraging more coach parties to stay in the city by offering incentives for the drivers in partnership with local food and drink BID businesses. Drivers can claim a free £10 voucher to spend on food and/or drink whilst visiting the city with a tour group. BID businesses can register to be part of this scheme by emailing info@worcesterbid.com for further details.

City Sessions

Worcester BID hosts regular City Sessions to bring together the businesses in the city centre, to raise awareness and keep businesses informed of events, works and any issues that may affect trade in the city centre.

Business Representation

Worcester BID liaises with a variety of local, national and regional groups and bodies to represent local businesses interests. Learn more here: www.worcesterbid.com/bid-projects/better-together

Customer Service Assessments & BID Awards

Take advantage of the free 'mystery shopping' service, learn more about your customer service strength and weaknesses for training purposes, benchmark performance, reward high achievers and celebrate successes.

Reducing Gull Numbers

Worcester BID offers free gull proof sacks to all businesses. These can help prevent trade waste being strewn across the street. To request a gull proof sack, please contact us on info@worcesterbid.com or 01905 731612.

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