



# Worcester BID

## Annual Report 2015/16

shop eat play | live worcester

This document explains what has been achieved by the Worcester Business Improvement District (BID) in Worcester during 2015/16, the first year of our second five year term, under each objective.

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

This document sets out what activities have been taking place under each of these objectives.

## The Worcester BID Board 2015/2016

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, CrownGate Shopping Centre (The Crown Estate)  
- representing Property Owners
- **Stuart Bailey (Vice Chairman)** Director, Thomas Guise Solicitors - representing the Professional sector
- **Robert Higham** - Secretary, Worcester Diocesan Board of Finance - representing the Professional sector
- **Dean Hill** - Owner, Tramps Nightclub, Mode, Velvet Lounge  
- representing the Tourism / Leisure sector
- **Nicki Williams** - Corporate Director, Finance and Resources, Worcester College of Technology - representing the Financial sector
- **Councillor Adrian Gregson**, Worcester City Council  
- representing public agencies
- **Tim Evans** - Owner, Toys & Games of Worcester  
- representing independent retailers
- **Alison Pickerill** - Marketing Manager, Peplow Jewellers  
- representing independent retailers
- **David Sutton** - Cleaner and Greener Manager, Worcester City Council - representing Public Agencies. (resigned 3rd February 2016)
- **Amanda Savidge** - Director, Museum of Royal Worcester  
- representing the Tourism / Leisure sector and VisitWorcester
- **Richard Barber** - Store Manager, Marks & Spencer  
- representing multiple retailers (appointed 19th January 2016)
- **Richard Broomhead** - Owner, Chocolate Deli  
- representing independent retailers (appointed 4th August 2015)
- **Yasmin Fard** - Owner, 23 Knots - representing independent retailers (appointed 4th August 2015)

# Welcome, Board of Directors, Staff and Marketing Sub Group personnel

**W**elcome to the Worcester Business Improvement District's (BID) sixth annual report.

Having being recently elected as Chairman my priority is to thank my predecessor, Nicki Williams for her dedication and enthusiasm during her 5 year tenure in which we received a number of accolades for the projects that we delivered. I am delighted that Nicki continues to provide her expert support as a Board Director; alongside the other committed Board Directors.

During the 2015/16 year the city centre was presented with the threat of an out of town retail park, Worcester Woods, and the team at the BID, in particular Adrian undertook invaluable work during the year in steering a historical decision to refuse planning permission (in June 2016). Through partnered working with BID Businesses and Stakeholders the BID was able to galvanise the economic and emotional objections and secure the economic vitality of the city centre.

The business plan is a reflection of projects requested by BID businesses through a consultation period and we feel that we have reflected your expression to have fewer, but larger events, with a more strategic response to marketing. We have introduced digital technology to enhance our CityNet radio scheme, grown the Foodie Festival, introduced fantastic colour and vibrancy into the city centre with our planters and many other projects besides.

The City Centre retailers meetings have revolutionised communication across the city and the touch points are key in the BID continuing to understand your needs in relation to the BID projects.

We are here to help improve the economic success of our City, and in turn the sustainability and prosperity of BID businesses by, (for example); driving footfall, changing perceptions and working in partnership. The BID is driven by you and your needs and is an opportunity for us to take control of our vested outcomes. If you need to know more please contact the BID office.

Regards

## Erica Burlace

Chairman of Worcester BID and CrownGate  
Shopping Centre Manager



## Annual Report 2015/16

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### 2015/16 BID employees:

- **Adrian Field**  
Head of Worcester BID
- **Hazel Shephard**  
BID Business Liaison Manager
- **Nadja von Dahlen**  
Marketing and Events Manager
- **Samantha Murphy**  
Marketing and Events Assistant (30 hours per week)
- **Jack Hince**  
Crime Reduction Manager (22 hours per week)
- **Sammy-Jo Davies**  
CityNet Administrator (22.5 hours per week)
- **Karl Turner**  
Street Ranger (resigned September 2015)
- **Anna Humphries**  
Street Ranger (appointed September 2015)
- **Martin Clews**  
Street Ranger

### Worcester BID Marketing Sub Group:

- **Erica Burlace**  
Centre Manager, CrownGate Shopping Centre  
- representing Property Owners
- **Sara Matthews**  
Marketing Manager, CrownGate Shopping Centre  
- representing Property Owners
- **Dean Hill**  
Owner, Tramps / Mode / Velvet Lounge  
- Tourism & Leisure
- **Ed Nixey**  
Owner, Source Design and Print  
- Retail / Business to Business
- **Alison Pickerill**  
Marketing Manager, Peplow Jewellers - Independent Retail
- **Adrian Field, Hazel Shephard, Nadja von Dahlen**  
- Worcester BID

Each of the 5 objective areas has projects within them which the BID must carry out during its 5 year term. The objectives within these and the details on the progress of the projects undertaken in 2015/16) are outlined below:

# Spreading the Word

## 2015 to 2020 Business Plan Objectives:

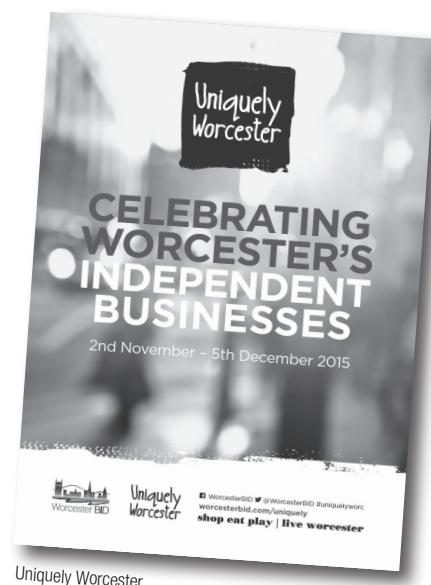
- Run a programme of events covering a bigger geographical location than before. These will include Motor Festival, Foodie Festival and a proposed Fashion, Health & Well Being events
- Utilise a marketing budget to grow footfall and spend using a variety of media channels
- Undertake a high profile Christmas campaign
- To lead on the organisation to help raise awareness of the city's fantastic restaurants
- To promote Worcester if it suffers from flooding or any other unforeseen event
- Continue to run the Customer Service Assessments and Awards Night
- To encourage trade between fellow BID businesses
- To upgrade the award winning Employalty Card
- To promote the city's business offering at student events such as Freshers' Fairs and CrownGate Shopping Centre's own student related events
- To encourage more coach parties to stay in the city by offering incentives for drivers in partnership with local food and drink businesses as well as providing a Meet & Greet service
- To produce a Uniquely Yours book to specifically promote independent businesses and work with national organisations to help promote your business through their campaign work

## Key Achievements in Year 2015/16

- Autumn 2015 saw the promotion of independent businesses via our Uniquely Worcester campaign. The event involved participation from 56 businesses with offers and discounts via the production of 10,000 Exclusive Offers cards for use between 2nd November and 5th December. The campaign culminated in the national Small Business Saturday promotion.
- We ran the 2nd annual Worcester Foodie Festival, a 2 day event as well as a Foodie Fortnight which aimed to expand the marketing period and offer to customers. The Festival was hugely successful with footfall up 52% on the same event day in 2014, and 9% for the Sunday. We had 75 stalls of which 25 were BID businesses and 53 had offers or were promoted in the 20 page programme. We also ran a postcard campaign which was sent to approximately 35,000 households.



Felice Tocchini and Jean Christophe Novelli at the Foodie Festival



Uniquely Worcester



Motor Festival in Broad Street



■ Worcester BID once again delivered the Worcester Motor Festival in association with the Worcester News. The 2015 event attracted 50 dealership cars and 119 classic cars (65% up on 2014) to 6 pedestrianised streets in Worcester city centre. The event led to an increase of footfall of 28% on the previous week and 2% on the same day in 2014. 60 businesses participated with offers, trails, displayed bunting, dressed their windows or ran in store activities and competitions. 10 of these had a stall or a display pitch.

■ The BID Employalty Card continued to run with contractors appointed after a tender process to deliver a newer high tech version of the scheme to be entitled 'Loyal Worcester'. This will include an App to allow better data capture and the ability to change offers much quicker to target audiences, and will also incorporate the business to business element of encouraging transactions between them, as well as for employees of BID businesses.

■ The BID website continues to be updated regularly on progress of projects, business and event listings and a resource for downloading various materials relating to events or other projects. [www.worcesterbid.com](http://www.worcesterbid.com) contains all the information and news related to our activities.

■ In partnership with CrownGate Shopping Centre, we exhibited at the University of Worcester's Freshers' Fair. We created a dedicated Twitter account and area on our website for 52 businesses (up 68% on 2014/15) to promote student offers. Window stickers in business frontages also helped students identify where the offers were located. We also participated in CrownGate Shopping Centre's popular Student Takeover event in October 2015 to help promote the city and its businesses.

■ We led on the city's Christmas marketing campaign aimed at attracting locals and visitors to spend their money in Worcester at such a crucial trading period. It was regarded by many as the best Christmas campaign that the BID had undertaken. This involved advertising in local and regional media on trains, the Google Display Network, billboards, bus backs, postcards, social media and through the businesses themselves. We received a grant of £25,000 from Worcester City Council to assist in the promotion of the city, late night shopping and providing high quality street entertainment on every Thursday night and Saturday. We were also partners with CrownGate Shopping Centre by part funding the presence of Father Christmas meeting children in Friary Walk. This allowed him to attend on more days than in 2014.



Christmas Collateral

■ We provided all food related businesses with a free listing and 15 businesses had a hugely subsidised advert in the Chamber of Commerce's Eating Out Guide, of which 20,000 copies were printed and distributed. Hotels in the Worcester BID also had the opportunity of a free advert in their Stay Guide.



“

We are delighted with the result and to be acknowledged for delivering excellent customer service.

**Jennifer Butler**  
Branch Manager  
The Royal Bank of Scotland  
(Future Williams and Glyn)  
St. Nicholas Street  
Discussing their Customer Service Award win



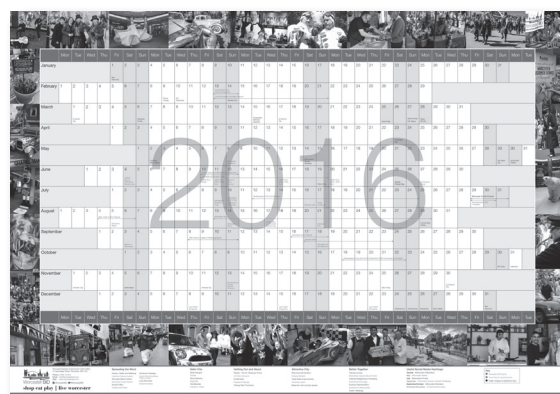
BID Website

# Spreading the Word (continued)



Worcester BID Customer Service Awards

- We commissioned 124 independent Customer Service Assessments (often referred to as Mystery Shopping) in Spring 2016. This involved physical visits, phone calls and emails enquiries allowing any business sector to be assessed. This exercise was once again followed up with the Worcester BID Customer Service Awards where 9 category winners received a prize in front of over 100 people, as well as excellent post event publicity. Details of the winners can be found at: [www.worcesterbid.com](http://www.worcesterbid.com) The overall winner for the first time was RBS in St. Nicholas Street.
- Coverage of the BID's activities and opinions were once again extremely well documented in 2015/16 with 110 printed press articles. 16 radio interviews and 4 TV appearances included discussions on the economic impact of Worcester Warriors' promotion to the Aviva Premiership, the benefits of the proposed Worcester Parkway station and how the city recovered so quickly from the flooding in 2014.
- All businesses received a wallplanner for 2016 highlighting the events in Worcester being run this year to help them plan ahead. This was augmented by an Events Leaflet giving more information to the public on BID events in the year. We were delighted that this was used as part of a Bedroom Browser suite of leaflets placed in the rooms of hotels in the area.
- Our desire to embrace new and relevant media channels continues and we have set up specific Twitter accounts for different areas of activity. As well as the main BID account, these include those for promoting news relevant to Students, Christmas, Motor Festival, Foodie Festival and independent businesses. We are one of the most proactive BIDs in the country for engaging via this medium. Facebook has also been used to provide more details on activities and upcoming events.



2016 Wallplanner



# Attractive City



The floral planters made such a big impact on livening up the city centre. The colours and size of them were very impressive.

**Sally Blundell**  
**Owner**  
**Exchange & Smart**  
**New Street**

## 2015 to 2020 Business Plan Objectives:

- 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 bulk purchase and install hanging baskets on business frontages and in communal areas to ensure that the businesses, streets and city centre as a whole are a pleasant environment to walk around and work in
- We will offer Christmas lights for the frontages of BID businesses as well as street lights in Broad Street trees and lamppost columns in Foregate Street, The Foregate and The Cross
- We will work with partners to ensure that trade waste recycling is collected quicker than at present and offer a cardboard recycling scheme
- To work with landlords of empty units and other partners to encourage more pop-up shops / offices and dress their windows to make the property and area more vibrant



Planter at The Hive

## Key Achievements in 2015/16

- Christmas Lights were again installed 12 lamp columns in Foregate Street, The Cross and The Foregate as well as the 8 trees in Broad Street. We continued our successful scheme to offer to bulk purchase internal lights for the window frontages of businesses and consequently supported 82 businesses.
- After a limited response from businesses wanting hanging baskets, we installed and maintained 23 3-tier floral planters in 19 streets within the BID area. Such was the positive response, the numbers were agreed to be doubled in 2016/17.
- We chaired the Strategic Markets, Festivals and Events Forum which meets monthly with partners.
- Worcester City Council launched a consultation exercise on the possibility of reducing the times that trade waste is left out on the streets which we helped to publicise to BID businesses. We also met with all of the trade waste suppliers to consider the possibility of using 1 rather than 8 for all BID businesses, thus reducing their overheads. This work is ongoing.
- We piloted the use of gull proof sacks for businesses who had problems with their trade waste being strewn across the street. The project was a success and all businesses will be offered free sacks to combat this problem. We also piloted the use of a humane Bird Free Gel as a means of reducing gull numbers – unfortunately this low cost method of deterrent was not successful and will not be pursued.
- We were involved in the consultation of new public art in the Cornmarket which is earmarked for completion in 2016 and will feature 4 statues of famous people with strong links to Worcester.

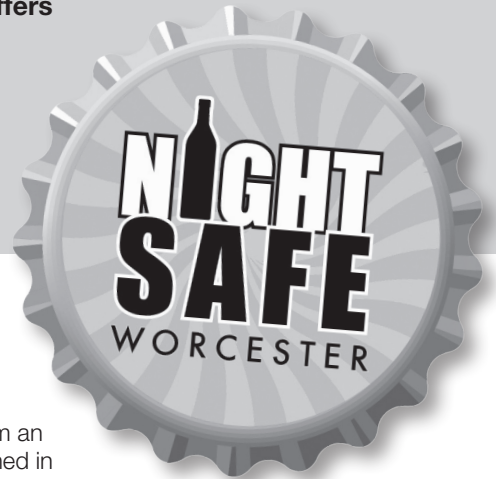


Gull Proof Sack

# Safer City

## 2015 to 2020 Business Plan Objectives:

- To allow any BID business to benefit from free membership of CityNet and NightSafe anti-crime groups for the day and night time economies
- To fund a part-time roaming store detective to 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, assist visitors and promote businesses and their offers and vacancies etc. via social media
- Employ taxi marshals to operate at The Cross on Saturday night / Sunday mornings
- Fund any costs associated with Pubwatch Online, the anti-crime internet based programme providing an instant intelligence communication channel



'The CityNet radio is a reassuring presence for me and my staff. The fact that there are so many members and it links through to the Police, CCTV and CrownGate's security team helps to make Worcester a very safe city centre.'

**Clare Bishop**  
Owner  
Cornucopia  
Chapel Walk

## Key Achievements in Year 2015/16:

- A major project was the upgrading of the radio system for CityNet and NightSafe from an analogue to digital system. This was launched in September 2015 and has resulted in a growth in the number of businesses using the radios. The rental costs to businesses have also been reduced to being one of the cheapest schemes in the West Midlands to just £12 per month for CityNet users and £10 for NightSafe members.



Adrian, Jack, Sammy and Paul Jenkins  
at the launch of the new digital radios





- 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 and liaise with businesses, report any damage or mess which requires urgent attention, meet and greet coaches with visitors to the city and carry out high visibility foot patrols with the aim of improving the visitor experience through excellent customer service.
- 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.
- We have free membership of CityNet and Nightsafe anti-crime groups for 100 (up 4%) businesses for CityNet and 56 for Nightsafe. The Head of Worcester BID is on the Nightsafe Committee and is on a sub group looking at Best Bar None Accreditation for licensed premises to help raise standards within the night time economy.
- The Crime Reduction Manager and Administrator have provided business crime advice, support and custom made training on 208 occasions with businesses and co-ordinated 49 CityNet members meetings to which any CityNet member is invited. The total number of incidents reported via the CityNet radio was 3,405 (4,864 in 2014/15) and there were 1,082 thefts and fraud involving retail premises during the year compared with 1,355 over the previous 12 months.
- A part time dedicated store detective funded through the BID has been involved in 162 incidents of retail stock loss and recovered at least £5,860 in stolen goods in 2015/16. The detection rate for incidents relating to CityNet members was 93% (up 1% on last year), and just 30% (down 2% on 2014/15) for non-members, thus proving the value of membership.
- The BID team continue to be involved in Team Worcester, an initiative which involves partners such as the Police, Civil Enforcement Officers amongst others to work closer together to resolve issues more efficiently and effectively.
- Due to lack of interest and usage amongst the licensees, Pubwatch online is no longer used in Worcester city centre.



'The Store Detective plays a crucial role in providing the link between ourselves and the BID businesses. Their knowledge of the known offenders and the techniques used plays a part in helping Worcester be the safest place to live in England.\*'

**Inspector Gerry Smith**  
**West Mercia Police**

**\*Source: Provident Personal Credit's**  
**Unbroken Britain Survey 2016**

# Getting Out and About

## 2015 to 2020 Business Plan Objectives:

- 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
- To offer businesses footfall data and analysis from the 4 counters already installed in the BID area
- With partners, we will promote the parking offer in Worcester. We will consider the implementation for a model for car park refunds for customers to reward high spending levels
- To maintain the BID's fingerpost signage



**Why risk a PCN**

When you could top up with RingGo?

Download the RingGo app today

**RingGo**

## Key Achievements in 2015/16:

- Since we launched the RingGo Pay for Parking by Phone project in November 2010, it has been used 501,015 times by members of the public in the 14 city centre car parks which accept payment using your debit or credit card over the phone. In 2015/16, it was used 153,447 times and represents approximately 14% of all parking transactions. 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 NCP to offer 340 employees of BID levy paying businesses with the opportunity to pay just £3.10 per day, £65 per month, £178.75 per quarter or £650 per annum for use of their Cathedral Plaza car park.
- We have sent weekly reports to 92 (up 19% on the 2014/15 figure) businesses with details of the footfall in the previous week using our 4 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.



**Pay to park by mobile phone in Worcester**

- Cashless and ticketless
- Top up remotely to avoid fines and to stay wherever you are
- Get parking expiry text reminders
- Avoid ticket machine queues

All you need is a mobile phone and a credit or debit card!

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New RingGo leaflet

Total uses of  
**RingGo**™

**153,447**  
2014/2015

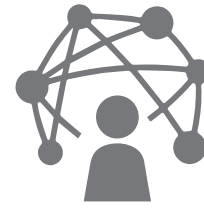
**95,520**  
2013/2014

- We work with CrownGate shopping centre to offer employees of a BID levy paying business who also have an Employalty Card parking for £3 per day (Monday to Friday only). 370 employees of BID businesses currently have a card (0.1% lower than 12 months previously)



A BID fingerpost sign on Broad Street





# Better Together

## 2015 to 2020 Business Plan Objectives:

- To offer free or heavily subsidised training courses for employees of BID businesses
- To increase networking opportunities for the office / professional sector
- To embrace technology using platforms such as Google Business View
- For businesses to have a greater influence on key issues which affect businesses and the city as a whole
- To reduce overheads by working together as a business community to get better deals through bulk purchasing
- 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



**Duncan Minshull**  
Owner  
**Chesters**  
New Street

'We are always keen to keep our costs down and so to reduce our gas bill by 21% and electricity by 31% and for it to save us over £5,000 is fantastic.'

## Key Achievements in 2015/16:

- We continue to promote our scheme to help reduce the overheads of our BID businesses by looking at insurance, gas, electricity and telecoms bills.
- A major role in 2015/16 has been the need to raise awareness to BID businesses of the proposed Worcester Woods Retail Park. Our involvement has been to survey and generally communicate with businesses, lobby Councillors, work with landlords and other stakeholders with vested interests in the welfare of the city centre, arrange and host meetings with traders and partners, address media enquiries, encourage comments on the application, and to provide updates to all stakeholders. This has been a major project which has demonstrated the need for the BID to have a degree of flexibility in the demands on its time and delivery on other projects.



Duncan at Chesters



Worcester Woods



- In 2015/16 we received £34,999 in voluntary contributions. These included £25,000 from Worcester City Council to help promote the city's Christmas offer and late night shopping. £10,000 was received from the Crown Estate, owners of the CrownGate Shopping Centre. Additionally, VisitWorcester also provided Worcester BID with a grant of £95,000 to spend on projects which provide a legacy and relate to city centre management, tourism and heritage. A working group will help to determine how this money will be best spent between now and 2020. We are extremely grateful to all partners for their financial support.

The food hygiene training was much needed for our staff and we were delighted when we found out that the BID could help us.

**Margaret Panter**  
Deputy Manager  
Tudor House Museum  
Friar Street

- 48 businesses benefitted from free Virtual Tours of their business using Google Business View technology. This allowed them to have 360° imagery of the inside of their businesses which could be embedded in their own website and assist with search engine optimization. It helped their customers get a great idea of what their business looked like and their overall 'offer'. All of the businesses involved have their imagery on the Worcester BID website: [www.worcesterbid.com/google-business-view](http://www.worcesterbid.com/google-business-view)



**Chris Brook**  
Owner  
Iapetus  
Reindeer Court

The installation of the Google Virtual Tour was brilliant for us and has allowed us to showcase our business in a brand new and innovative way. It has definitely helped broaden our reach in seeking new customers.

- We ran 3 Emergency First Aid at work courses for 25 employees of BID businesses. Everyone received a certificate for the accredited 1 day course which was free to BID businesses. We also delivered courses on Food Hygiene for 15 people from 7 businesses, SIA Personal License training for 24 people from 15 businesses and SIA Door Supervision training for 13 people in 2015/16.



# Financial Summary

The table below sets out Worcester BID's financial position for the 12 month period 1st April 2015 to 31st March 2016.

Income	£
Levies received less refunds	393,686
Voluntary contributions	34,999
RingGo Income	40,674
Event Income	12,128
CityNet Radio Income	9,773
Bank Interest	44
<b>Total Income</b>	<b>491,304</b>
Expenditure	£
Spreading the Word	171,656
Safer City	113,228
Getting Out and About	90,883
Attractive City	29,375
Better Together	29,676
Management/Administration (Including rent, insurance, professional fees, levy collection costs)	93,187
Bank Charges	150
<b>Total Expenditure</b>	<b>528,155</b>
<b>Net Surplus/(Deficit) for 2015/16</b>	<b>(36,851)</b>

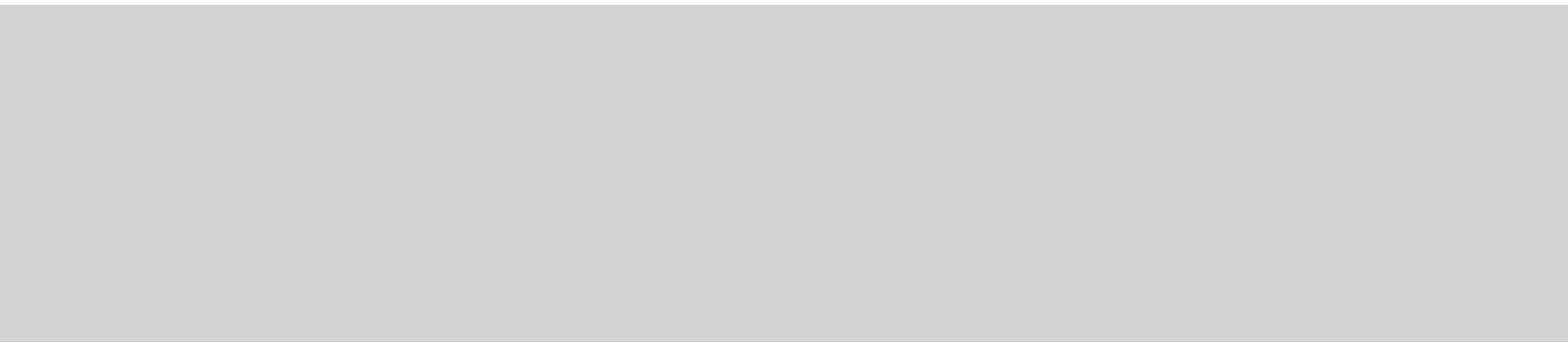
**Notes:**

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

The £95,000 grant from VisitWorcester is not included in this summary and is ringfenced.

*Figures may not add up due to rounding.*







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#### **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:

<b>Adrian Field</b>	Head of Worcester BID
<b>Nadja von Dahlen</b>	Marketing and Events Manager
<b>Hazel Shephard</b>	BID Business Liaison Manager
<b>Jack Hince</b>	Crime Reduction Manager
<b>Street Rangers</b>	07982 405009

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