



**WORCESTER
BUSINESS
IMPROVEMENT
DISTRICT**

MAKING YOUR INVESTMENT WORC



THE LATEST FIGURES AND MORE FROM YOUR BID

WE ARE WORKING TO RAISE THE PROFILE OF WORCESTER, ENHANCE THE CITY,
INCREASE CITY SAFETY BY DAY, CREATE SAFER NIGHTS FOR BOTH WORKERS AND
VISITORS AND PROVIDE EXTENSIVE TRAINING TO OUR BUSINESS COMMUNITY.

What we do:



Leading Purple Flag for a third renewal making Worcester safer



Activating space & connecting communities



Enhancing infrastructure & areas to create a vibrant city



Facilitating networking & business collaboration



Award Winning BID recognised for successful social media work in improving the retail district



Promoting your business via rich in-house marketing, social media and seasonal campaigns



Delivering Best Bar None, ensuring excellent standards across the city



Securing the city for you and your business via City Net and Safer City initiatives with key partners West Mercia Police



Providing an extensive training programme tailored to business requirements



@worcesterbid



@makeitworc

What is the Worcester BID?

The Worcester Business Improvement District (BID) is a precisely defined geographical area within Worcester city centre, where businesses voted to invest collectively in local improvements to enhance their trading environment.

The Worcester BID is one of over 320 BIDs operating in the UK. The purpose of the Worcester BID is to provide a range of new or additional services and projects designed to improve and support the trading environment. These are principally funded via a BID levy charge.

When did the BID start and for what duration?

The original BID commenced on 1st April 2010 the BID is now in the fifth year of its third term. Further information on BID3, including a copy of our business plan can be found here: www.worcesterbid.com

What are the BID Levy rules?

Worcester BID recognises the difficulties the business community has faced over the last 60 months and has adapted the payment system to allow for instalments to support businesses severely impacted by rising costs.



Our BID Budget

During the financial year 2023/24, the staff team have undertaken a wide variety of necessary re-budgeting and cost-cutting measures such as in-house marketing & and business support.

Year 4	Budget	Actual
Levy Income	£415,510.00	£368,668.00
Additional Income <i>Including Safe Space & Pub Watch</i>	£15,000.00	£65,000
Total Income	£430,510.00	£433,668.00
Project 1 - Promoting Worcester	£120,000.00	£79,171.00
Project 2 - Enhancing Worcester	£120,000.00	£119,016.00
Project 3 - Supporting Worcester	£85,000.00	£82,682.00
Management and Overheads (18%)	£82,000.00	£94,716.00
Contingency(3%)	£14,000.00	£14,000.00
Levy Collection Costs	£9,000.00	£5,000.00
Total Expenditure	£ 430,000.00	£ 394,585.00

Year 5 (Budget - 2024/2025)	
Levy Income	£415,510.00
Additional Income	£65,000.00
Total Income	£480,510.00
Project 1 - Promoting Worcester	£120,000.00
Project 2 - Enhancing Worcester	£120,000.00
Project 3 - Supporting Worcester	£85,000.00
Safe Space	£50,000.00
Management and Overheads (18%)	£82,000.00
Contingency (3%)	£14,000.00
Levy Collection Costs	£5,000.00
Total Expenditure	£476,000.00

Terms:

In the case of empty or untenanted premises, the property owner (the subsequent eligible ratepayer) will be liable for the BID levy with no void period.

Non-retail charities will be eligible to a BID levy reduction of 80% of the BID levy.

Shopping centre tenants who are already subject to a service charge will pay a 1% levy.

There will be a cap on contributions from one hereditament to a maximum levy value of £15,000.

Hereditaments with rateable values below £7,500 are exempt from the levy and are therefore not part of the BID. They are eligible to pay a voluntary membership and a number of businesses choose to do so.

Any adjustments to the rateable values will only be applied to the BID levy at the fixed date of the subsequent chargeable year, staying on the 2017 rating list until the end of the BID term.

Where new properties are brought into the rating list the levy will be charged at 1.5% of the prevailing list at the start of each financial year.

SAFER STREETS OFFICER

the stats

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Safer Streets Officer

Worcester BID has taken steps to increase safety in the city centre by investing in a Safer Streets Officer. By collaborating with West Mercia Police, Worcester City Council, Worcester Cares, and local businesses, the officer's role is to discourage crime and anti-social behaviour, with a focus on improving the safety of public areas. The officer's presence aims to be both visible and consistent, sending a clear message that any form of crime will not be tolerated in the city centre.



Highlighting the First 7 Months of the New Role:

- ✓ £12,755.15 in stock and money recovered for businesses
- ✓ 57 counts of stop and recovery which resulted in items being returned to stores and Police
- ✓ First Aid administered 15 times
- ✓ 87 counts of deterrence to lessen theft
- ✓ 8 counts of intelligence monitoring leading to arrests and stops by Police, including wanted persons
- ✓ 89 counts of ASB have been dealt with
- ✓ Assistance has been given to 3 stores to eject and support where staff felt under threat
- ✓ Training on CityNet, DISC and security was delivered 17 times

TRAINING PROVISION

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City Employee Training Courses

Below is a list of courses available to all BID members at Worcester BID. The majority of our courses are free, with some highly subsidised options (marked with a star).

<input type="checkbox"/>	First Aid
<input type="checkbox"/>	Health & Safety
<input type="checkbox"/>	Risk Assessment
<input type="checkbox"/>	Manual Handling
<input type="checkbox"/>	COSHH
<input type="checkbox"/>	Fire Marshal
<input type="checkbox"/>	Food Hygiene (L2 & L3*)
<input type="checkbox"/>	Defibrillator (AED)
<input type="checkbox"/>	Conflict Management & Physical Intervention
<input type="checkbox"/>	Personal Defence
<input type="checkbox"/>	Customer Service (L2)
<input type="checkbox"/>	Management
<input type="checkbox"/>	Social Media 1-2-1s
<input type="checkbox"/>	Personal Licence*

**TO ENQUIRE ABOUT COURSES,
PLEASE EMAIL INFO@WORCESTERBID.COM
OR CALL US AT 01905731612**

To secure your place on upcoming sessions, please visit:
www.worcesterbid.com/calendar

KEY DATES 2024

WORCESTER
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BID Networking



- 29TH May
- 26TH June
- 24TH July
- 28TH August
- 18TH September
- 30TH October
- 04TH December



Safer City Meetings



- 17TH April
- 12TH June
- 11TH Sep
- 13TH Nov



Pub Watch Meetings



- 05TH June
- 09TH October



For more information and to book upcoming sessions, please visit:
www.worcesterbid.com/calendar

OUR INVESTMENTS the year ahead

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SUPPORTING THE CITY VIA:

- ✓ 2 externally fully-funded years of Safe Space provision for the NTE
- ✓ The development of CityNet by increasing the number of users and radios within our area.
- ✓ Monthly BID Networking sessions to build business connections
- ✓ Ongoing assistance from our Safer Streets Officer to combat ASB, and offer business loss prevention and recovery support.
- ✓ Working towards a safer city via collaboration work
i.e. PubWatch, Safer City Meetings, CityNet & Security Meetings
- ✓ An extensive training course programme to upskill staff and support you
- ✓ Supporting the St Richards Hospice Art Trail as the Official Education and Community Partner & working to provide miniature penguins for business windows to focus footfall within the business district during summer.

OUR FUTURE the year ahead

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DEVELOPING OUR OFFERING BY:

✓ Creating a Night Time Charter

- A project aimed at improving safety for all in Worcester
- A charter that outlines a set of principles and commitments
- Developed via consultation with local stakeholders
- Highlighting the importance of proper reporting of incidents
- Encouraging bystander intervention training
- Local businesses and organisations can sign up to the charter and commit to implementing its principles in their workplaces
- Training sessions for businesses to improve safety for all patrons on their premises.

✓ A Third Year of Purple Flag

The collaborative efforts of Worcester's BID, City Council, and West Mercia Police led to the city being awarded Purple Flag status, a global accreditation for cities prioritising safety and prosperity during night-time hours. We are now working on securing a third year highlighting Worcester's continued commitment to creating a secure and thriving environment for all.

✓ Podcast

We are developing a business-focused podcast dedicated to providing you with all the essential information you need to make your business thrive. Be part of the podcast or join us for insightful discussions, expert interviews, and practical tips on everything from marketing and finance to leadership and innovation.



BID 3 STATISTICS

**SAFE SPACE
TREATED 71
PEOPLE IN ITS
FIRST 15 NIGHTS
OF OPERATION**



8,000,000!

**OUR LAST 4 YEARS OF SEASONAL
DIGITAL PROMOTIONAL
CAMPAGNS HAVE BEEN SEEN BY
OVER 8 MILLION PEOPLE**

**403
BUSINESSES HAVE
ATTENDED
NETWORKING SINCE
2022**

**357
BUSINESSES
HAVE TAKEN
PART IN
TRAINING
SINCE 2022**



**STOCK AND MONEY RECOVERED BY
OUR SAFER STREETS OFFICER FOR
BUSINESSES AND CITY USERS IN
THE ROLES FIRST 8 MONTHS
TOTALLED**

£12,755.15

BETWEEN JUNE 2023 - JAN 2024



**FOOTFALL HAS
GROWN BY
42.2%
IN 2023**

TAKEN FROM CITY COUNTER DATA PROVIDED BY HUQ



BID 3 STATISTICS

WE HAVE LED AND
ACHIEVED
PURPLE FLAG
ACCREDITATION FOR
WORCESTER FOR
TWO CONSECUTIVE
YEARS!

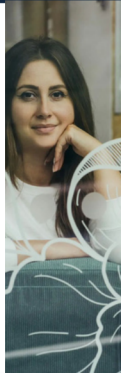
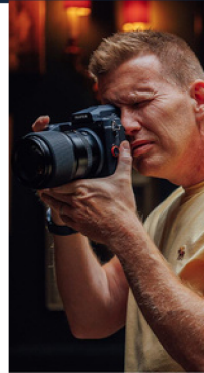


WE HAVE HAD LOCAL ARTISTS
DESIGN **240** AMAZING
WINDOWS ACROSS SUMMER,
WINTER AND CORONATION
CAMPAIGNS SINCE CHRISTMAS 2021

240 WINDOWS

OUR HERITAGE
CAMPAIGN
FEATURED ON
SKY TV ALONGSIDE
BIG-NAME SHOWS
TO BOOST
TOURISM

WE INVEST IN THE
COMMUNITY BY
COLLABORATING
WITH LOCAL
ARTISTS,
BUSINESSES, AND
INDIVIDUALS TO
SHOWCASE THEIR
TALENTS AND
SKILLS AND
CHANNEL FUNDS
BACK INTO THE
LOCAL ECONOMY



£62,500.00

CALCULATED FROM AVERAGE COSTS FOR EACH COURSE PROVIDED PER DELEGATE,
FROM THE START OF COURSE PROVISION IN 2022 & 2023

A HUGE **1025** DELEGATES HAVE
BEEN TRAINED ON OUR FREE AND
HEAVILY SUBSIDISED BID TRAINING
COURSES SAVING BUSINESSES
APPROXIMATELY...



WE HAVE REPAIRED
AND REJUVINATED
50 WAYFINDING
SIGNS AND ELECTRIC
BOXES IN
OUR CITY





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CONTACT US

Make sure to get the full value of your BID.
Find all the contacts you may need to get involved below.

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FOR MORE INFORMATION: WWW.WORCESTERBID.COM

FOR GENERAL ENQUIRIES: INFO@WORCESTERBID.COM