

How would you spend £1 million?



Worcester from the air

Come and tell us how you would invest over £1 million promoting and improving your business

This is the figure which we could raise together over the next 5 years through the Worcester Business Improvement District (BID) to invest in the projects that you want to see happen in Worcester city centre to help your trading performance.

As a business trading in the city, you have an exclusive invitation to meet with other local businesses that share a simple, clear aim – to improve your turnover and profits by improving the city centre.

“I feel that Worcester has a great opportunity to move one step further, to becoming one of the top cities to visit. If the BID is successful, we can ALL decide for ourselves how we spend the money, as it will be a majority decision. We should not let this opportunity pass us by. We must grab it with both hands.”

Mike Linton, Owner, Cornucopia, High Street, Worcester

your projects for your benefit

Your invitation to have your say!

Who?

Any manager, MD, owner, licensee or representative of a business is invited.

Where?

The Conservatory (next to Huntingdon Hall) in Chapel Walk, CrownGate Shopping Centre (between 12 noon and 7pm)

When?

Monday 22nd September

Time?

Drop by anytime between 12 noon and 7pm for an informal discussion, light refreshments and a chance to see the progress to date and air your views on what projects the Worcester BID should help to boost your business performance.

**This is your chance
to make a positive
difference!**

A big thank you

A big thank you to all of those businesses who recently completed the Worcester BID Business Survey. We have received well over 100 replies and the information you provided has helped to give us an idea of what is important to you and what your priorities are. It appears that you feel that it is most important for Worcester to be a safer and more customer friendly city centre. Specific issues included problems with seagulls and their associated mess, the removal of litter and the prevention of anti social behaviour.



Street entertainment



Independent quarter



Taxi!!

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We have also undertaken 1 to 1 meetings with businesses where feedback to date has suggested you would like the following projects:

Cleaner and Greener

- A rapid response cleansing team to address any mess / rubbish etc which is by your front door or immediate frontage.
- A collective trade waste recycling scheme. It appears that there is a lot of glass, paper and cardboard which isn't being recycled and collectively you want to do something about it.
- Better cleansing programme – The BID is for projects over and above what the local authorities ordinarily provide. Suggestions include a late night litter patrol with more and bigger bins in key areas.
- Improve the appearance of Angel Place and the market

Accessibility

- Incentives for Parking – businesses are keen to discover if there are options to boost trade at traditionally quieter times of the week by offering parking deals.

- Better pedestrian signage – to help people find their way around the city and raise awareness of areas such as New Street, Friar Street and the Sidbury area through imaginative signage and branding eg. Create a branded 'independent quarter'

Marketing and Promotion

- Street entertainment of a quality similar to Covent Garden and Bath
- A marketing campaign aimed at enticing people into the city centre and to increase the length of visit.
- A Worcester BID gift voucher scheme to reward loyalty, increase spend locally and to provide a sense of ownership of Worcester's offer
- Promotional work to help promote the independent run businesses by creating a distinct 'Independent Quarter'
- More events designed to attract more shoppers into the city

Safer and More Customer Friendly

- Street Wardens employed to be the eyes and ears of the city centre, working with the business community and police to handle enquiries, visit businesses to see what issues they may need resolving, counteract unsociable behaviour, reduce shoplifting, look after lost children and provide a visible reassuring presence.
- Taxi Marshals employed to prevent queue jumping, non licensed taxis and anti social behaviour as well as a being a reassuring presence late at night

In the coming weeks, a series of street meetings will be taking place for you to let us and your neighbours know what issues you have in that vicinity and what you would like to see in a BID to address those issues. You will receive a letter in due course with all the details.

Here are the details of the Worcester BID Steering Group who are committed to the BID process:

Beth Marron	Store Manager	Boots
Deborah Thompson	Area Manager	Boots
John Kendrick	Shopping Centre Manager	Cathedral Plaza
Mike Linton	Owner	Cornucopia
Erica Burlace	Shopping Centre Manager	CrownGate
Richard King	Senior Commercial Manager	Lloyds TSB
Jenny Howard	Owner	Stripes
Claire Wright	Owner	Stripes
Linda Griffin	Licensee	Swan with Two Nicks
Nicki Williams	Director of Finance	Worcester College of Technology
Chris Jaeger	Chief Executive	Worcester Live Ltd
Amanda Savidge	Museum Manager	Worcester Porcelain Museum

Naturally if you wish to speak in detail about the BID, please contact Project Manager Adrian Field on 01905 722337 or email info@worcesterbid.com

We are happy to visit your premises to talk about the BID in more detail and what you want to see it delivering.