

What would help boost your trade?

What issues do you and your employees have whilst at work?

If there was money available to spend on addressing these issues, what would you like to see?

You will have had information about the Worcester Business Improvement District (BID) over the last few months. The BID Steering Group are at the consultation stage and want to know what you would like to see in the city centre which will result in more trade, increased levels of business and a better environment in which to work and enjoy Worcester City Centre.

Please take a while to read the list below and tick no more than 20 projects which you would like to see in Worcester. There is also an opportunity to let us know of any other initiatives you think businesses should consider. The list is from feedback received from businesses to date and so there may be other project ideas which we would like you to tell us about. Your feedback will help to identify what the most common issues and project ideas are and these will then be costed and you will decide which ones will form the business plan on which your business will vote on next year.

Marketing	
Banners to promote events on the approaches into Worcester eg. London Road	<input type="checkbox"/>
Customer service training for public facing staff	<input type="checkbox"/>
Display boards in the High Street to promote events	<input type="checkbox"/>
Improved communications to shops on city centre news, activities - newsletters etc.	<input type="checkbox"/>
Leaflet racks in businesses to hold literature on events, businesses and activities in the city	<input type="checkbox"/>
Licensed performing areas all around the city centre	<input type="checkbox"/>
Manned information kiosks at key arrival points at peak times	<input type="checkbox"/>
More activities at the riverside to entice people into the city centre	<input type="checkbox"/>
More brown attraction signs at the approaches to junctions 6 and 7 of the M5	<input type="checkbox"/>
More events which attract local residents and visitors both of which will lead to increased spend	<input type="checkbox"/>
More marketing of the city as a place to shop, visit, learn, and do business	<input type="checkbox"/>
Open air arts exhibitions to encourage people to walk around the city centre – similar to the Earth from the Air exhibition in Birmingham recently	<input type="checkbox"/>
An advertising and PR campaign to launch permanent late night shopping on Thursdays	<input type="checkbox"/>
Post 5.30pm trade advertising and PR campaign	<input type="checkbox"/>
Promotion of coach drop off and pick up points	<input type="checkbox"/>
Promotion of New Street / Friar Street / Sidbury eg. brand the area 'Independent Quarter', create an 'Independents Day'	<input type="checkbox"/>
High quality, vetted street entertainment similar to Bath and Covent Garden	<input type="checkbox"/>
Upmarket branding of the city centre	<input type="checkbox"/>
Use of electronic signs on the approaches into the city to promote events	<input type="checkbox"/>
Cleaner and Greener	
Additional hanging baskets / floral displays / landscaping	<input type="checkbox"/>
Anti litter campaign	<input type="checkbox"/>
More effective cleansing of the streets	<input type="checkbox"/>
A rapid response cleaning team to remove mess from businesses' doorways	<input type="checkbox"/>
Increased cleansing of the streets	<input type="checkbox"/>
Increased chewing gum removal	<input type="checkbox"/>
Evening / Late night litter patrols	<input type="checkbox"/>
Improve the appearance Angel Place market area	<input type="checkbox"/>
More litter bins and increased emptying of them in key areas eg. Angel Street	<input type="checkbox"/>
Seagull mess cleansing on business premises	<input type="checkbox"/>

Shopfront improvement scheme	<input type="checkbox"/>
Trade Waste Recycling	<input type="checkbox"/>
Window cleaning for empty units	<input type="checkbox"/>
Accessibility	
Incentives to increase use of Park and Ride	<input type="checkbox"/>
Better access to car parks eg. Variable Messaging System (VMS) to show the number of spaces	<input type="checkbox"/>
Better car parking opening hours eg. All floors on St. Martins Gate open in the evening	<input type="checkbox"/>
Better links between the riverside and the retail area	<input type="checkbox"/>
More secure bike parking eg - bike sheds	<input type="checkbox"/>
Car parking deals / incentives for employees in underused car parks eg. season tickets	<input type="checkbox"/>
Community toilet scheme (businesses get paid to have toilets available to public)	<input type="checkbox"/>
Improved pedestrian signage	<input type="checkbox"/>
Lockers for shoppers (to help to temporarily store shopping etc)	<input type="checkbox"/>
More Park and Ride marketing and availability in other areas	<input type="checkbox"/>
Park and Text for extended car parking stays	<input type="checkbox"/>
Pedestrianising New Street / Friar Street (possibly at certain times only)	<input type="checkbox"/>
Relocating lorry park to Sixways Park & Ride area	<input type="checkbox"/>
Clearer Road Signage (particularly to car parks)	<input type="checkbox"/>
Dispersal of the taxi ranks rather than concentration of a rank in The Cross	<input type="checkbox"/>
Trails to entice people to move around the city centre	<input type="checkbox"/>
Rename car parks to help accessibility eg. Copenhagen Street becomes Quayside Car Park	<input type="checkbox"/>
Safer and More Customer Friendly	
Assistance to lone workers at night eg. Staff to walk with lone employees to car / bus station etc.	<input type="checkbox"/>
Increased business liaison with Traffic Wardens to address issues	<input type="checkbox"/>
Employment of a Business Crime Manager	<input type="checkbox"/>
Employment of Night time Manager to work with Licensed premises, police and taxi drivers	<input type="checkbox"/>
Increased Police presence / numbers	<input type="checkbox"/>
New employers welcome pack – key contact details, dates of events, city centre initiatives etc.	<input type="checkbox"/>
Do more to remove beggars	<input type="checkbox"/>
Restrict the frequency of 'chuggers' - the charity representatives who stand in the High Street	<input type="checkbox"/>
Safe Meeting Areas (with Emergency Help Points, CCTV coverage and regular patrols)	<input type="checkbox"/>
Street Rangers to liaise with businesses and the Police who report damage, assist visitors etc.	<input type="checkbox"/>
Taxi Marshals to help with anti social behaviour, queue jumping, illegal taxi parking etc.	<input type="checkbox"/>
A scheme to give vouchers rather than money to beggars	<input type="checkbox"/>
Miscellaneous	
Footfall monitoring - more information on trends, impact on event analysis	<input type="checkbox"/>
Improved Christmas Lights	<input type="checkbox"/>
More seating / green areas	<input type="checkbox"/>
Business to business incentives / discounts	<input type="checkbox"/>
Lobbying and representation on transport and accessibility issues	<input type="checkbox"/>

Please write any other project ideas here: _____

Your name: _____ Your company name: _____
 Your company address: _____
 Key contact Email address: _____

Please fax your completed form back to Adrian Field, Worcester BID Project Manager on 01905 721149 or send it to Worcester BID, 2-4 Copenhagen Street, Worcester, WR1 2EY or email info@worcesterbid.com. If you would like to meet to discuss the Worcester BID, please get in touch on 01905 722337.