

CITY OF
WOLVERHAMPTON
COUNCIL

Stronger City Economy Scrutiny Panel

13 February 2018

Time 6.00 pm **Public Meeting?** YES **Type of meeting** Scrutiny

Venue Training Room - 1st Floor - Civic Centre

Membership

Chair Cllr Jacqueline Sweetman (Lab)

Vice-chair Cllr Jonathan Yardley (Con)

Labour

Cllr Harman Banger
Cllr Philip Bateman MBE
Cllr Payal Bedi-Chadha
Cllr Paula Brookfield
Cllr Val Evans
Cllr Welcome Koussoukama
Cllr Tersaim Singh
Cllr Martin Waite
Cllr Daniel Warren

Conservative

Cllr Udey Singh

Quorum for this meeting is four Councillors.

Information for the Public

If you have any queries about this meeting, please contact the Democratic Services team:

Contact Martin Stevens

Tel/Email martin.stevens@wolverhampton.gov.uk

Address Democratic Services, Civic Centre, 1st floor, St Peter's Square,
Wolverhampton WV1 1RL

Copies of other agendas and reports are available from:

Website <http://wolverhampton.moderngov.co.uk/>

Email democratic.services@wolverhampton.gov.uk

Tel 01902 555046

Some items are discussed in private because of their confidential or commercial nature. These reports are not available to the public.

If you are reading these papers on an electronic device you have saved the Council £11.33 and helped reduce the Council's carbon footprint.

Agenda

Part 1 – items open to the press and public

<i>Item No.</i>	<i>Title</i>
1	Apologies
2	Declarations of interest
3	Minutes of previous meeting (Pages 3 - 14) [To approve the minutes of the previous meeting held on 21 November 2017].
4	Matters arising [To consider any matters arising from the minutes of the previous meeting].
5	Tettenhall Local Economic Development and Growth (Pages 15 - 22)
6	Wolverhampton BID (Business Improvement District) (Pages 23 - 50) [The Director of the Wolverhampton BID, Cherry Shine will be in attendance to give a presentation and answer questions from the Scrutiny Panel. The original business plan for the BID is attached].

Stronger City Economy Scrutiny Panel

Agenda Item No: 3

Minutes - 21 November 2017

Attendance

Members of the Stronger City Economy Scrutiny Panel

Cllr Philip Bateman MBE
Cllr Payal Bedi-Chadha
Cllr Paula Brookfield
Cllr Val Evans
Cllr Welcome Koussoukama
Cllr Tersaim Singh
Cllr Udey Singh
Cllr Martin Waite
Cllr Daniel Warren
Cllr Jonathan Yardley (Vice-Chair)

In Attendance

Cllr John Reynolds
Cllr Mary Bateman
Cllr Greg Brackenridge
Cllr Bhupinder Gakhal

Cabinet Member (City Economy)
Local Member
Local Member
Local Member

Witnesses

Mr Richard Preston
Mr Simon Hamilton
Mr Simon Archer
Mr Ray Fellows

Canal and River Trust (Enterprise Manager)
Vice Chair Hands on Wednesfield
Wednesfield Magazines
Chair of Wednesfield History Society

Employees

Martin Stevens
Julia Cleary
Keren Jones
Charlotte Johns
Heather Clark
Helen McGourlay (Economics)

Scrutiny Officer (Minutes)
Scrutiny and Systems Manager
Service Director City Economy
Head of Service Development, City Economy
Service Development Manager
Finance Business Partner (Place)

Part 1 – items open to the press and public

Item No. *Title*

- 1 **Apologies**
 An apology for absence was received from Cllr Jacqueline Sweetman.

2 **Declarations of interest**

Cllr Philip Bateman declared a non-pecuniary interest as a Member of the West Midlands Partnership and the Wednesfield History Society.

3 **Minutes of previous meeting**

Resolved: That the minutes of the meeting held on 26 September 2017 be approved as a correct record.

4 **Matters arising**

There were no matters arising.

5 **Wednesfield - Local Economic Development and Growth**

The Chair welcomed the witnesses to the Scrutiny Panel Meeting. Four witnesses were present, Mr Richard Preston (Enterprise Manager from the Canal and River Trust), Mr Simon Hamilton (Vice Chair Hands on Wednesfield), Mr Simon Archer (West Midlands Magazines) and Mr Ray Fellows (Chairman of the Wednesfield History Society).

Mr Preston stated that the Canal and River Trust was five years old. It was presently the third largest charity in the UK. They were responsible for 2,000 miles of canals and rivers across England and Wales and thus had operating bases across that area. They were responsible for the maintenance of the assets such as bridges, locks and tunnels. They were also responsible for the day to day maintenance across the network. A significant amount of their core funding was allocated to maintenance work. The Trust wanted canals and rivers to be used in a manner fit for the 21st Century which included for leisure and residence. More people living in the London area, due to rising property prices, were increasingly choosing to live on water ways. The Trust was looking to increase other uses of the canal such as angling, walking and canning. The more canals were used in an appropriate manner, the more natural surveillance there would be, which consequently reduced anti-social behaviour.

Mr Preston stated that the Trust saw itself more and more as a health and well-being charity because of the positive effect engagement with nature had on people. There were lots of opportunities for the Trust to work with the Council in the area of health and well-being. Work had started the previous day on a towpath from Horseley Fields Junction out to Bentley Bridge. A challenge the Trust was always facing was litter, the Wednesfield section was no different. They were working with Probation to put together a new workload to allow them to clean more of the water space. There was a particular deficit in volunteers in the area around Wednesfield. Cllr Bateman had been doing some sterling work for the Wednesfield Canal Festival which was attracting more support each year. More volunteers were however wanted. Community groups were able to adopt part of their local canal as part of a national scheme, which he hoped would help attract more volunteers. He saw the local nature reserve as a massive opportunity.

The Scrutiny Officer asked if there were any challenges that the Council could assist the Canal Trust in helping them to achieve their objectives for Wednesfield. Mr

Preston responded that the Trust was working with the Council already with the Local Growth Fund on towpath refurbishment. They were also working with the Council on the Wednesfield Canal's Local Nature Reserve. They were a partner with the Council on Blue Network - the European Regional Development Fund bid. They did suffer from anti-social behaviour and so consequently any assistance from the Council would be appreciated. He also saw opportunities for the Council and the Trust to work with the Community groups so local people could fully appreciate the asset in their locality. Continued support for the Canal Festival was also requested. The towpath had been improved to Bentley Bridge but the Trust desired to go further to reach communities further out. The Canal Watch Scheme had just been launched, which was based on Neighbourhood Watch but specifically for the canal. He also saw opportunities working with the Council's Public Health Department on promoting health and well-being.

Mr Simon Hamilton (Vice Chair Hands on Wednesfield) gave a presentation to the Panel. He stated Hands on Wednesfield was a voluntary organisation, which had formed after the Wednesfield and Fallings LNP had disbanded. The group was into its third year. The main focus of the group was to encourage the community to come together and celebrate all the positive aspects of Wednesfield. There was significant planning around events and in particular supporting the Christmas Tree lights events in Wednesfield. The main focus of the group was supporting community groups in fund raising initiatives. They had also been linked heavily with the arrangements for the Big Lunches and Neighbourhood Noshes. These were national events which were held locally to bring communities together in a friendly environment with refreshments and food. Hands on Wednesfield strived to try and improve their activities each year. They were always trying to find the right networks to link into and using those networks to help improve the work of the group.

The Scrutiny Officer asked Mr Hamilton what he saw as the vision for Wednesfield and what were the group's current objectives. In response Mr Hamilton stated that the group was about community cohesion and improving the lives and welfare of people in the community. They brought people together for community events. The Christmas Lights Switch on Event was one of their main annual events, which they continued to try and improve. The main vision of the voluntary group was to make Wednesfield a better place to live and work. Wednesfield in Bloom had just won the Gold Award in the England in Bloom competition. Wednesfield had become a vibrant place. Their main focus was to involve local people in Wednesfield in activities and ensure consultations received appropriate responses.

The Scrutiny Officer asked Mr Hamilton what the main challenges were for the group achieving their vision. In response he stated that recruiting volunteers was one of the main challenges. Whilst they had considerable volunteers through various groups, they tended to be the same people volunteering each time. They were trying to encourage more people to become involved. Another challenge for them was communicating their key messages out into the community. Funding was another key challenge. One goal they wanted to achieve was to extend the Christmas lights down Ruby Street and on Lichfield Road down to Well Lane. This was a huge project, which the group had been discussing with the Council for a number of years and would cost significant amount of money. The group wanted clear direction from the Council on how much would it cost and how long it would take for planning permission, which would enable them to plan appropriately with the residents and traders. In the previous year they had raised £6,000 to have extra Christmas lights

for the forthcoming celebrations. They requested more support from the Council to help achieve their goal of improving the Christmas Lights in Wednesfield.

Mr Hamilton stated that since the LNP's had disbanded, the Chairs of the local volunteer groups did not have as much direct contact and connection with the City Council. The disbanding of the LNP Chair's Forum had caused a displacement. A mechanism needed to be identified to feed through information to people in the local area. He stated that the group had good support from local Councillors but this could also be reviewed and improved.

Mr Simon Archer (Wednesfield Magazine) gave a presentation to the Panel. He stated that he had worked in newspapers and magazines for twenty-three years. Having been made redundant four years ago, he decided to start a magazine. The magazine was developed to promote the positive work of the community groups and local people. He had met with James Clarke (Chair of Hands on Wednesfield) who encouraged him to become actively involved with the community groups. He had consequently become the Treasurer of Hands on Wednesfield. He had been approached by the Wednesfield Rotary Group to help communicate their work. He had launched Wednesfield in Bloom. The first year they had achieved the Silver Award and earlier this year had received the Gold Award. This was something which he saw as worthwhile for the Council to engage with and replicate around the City. A small amount of funding from the Council would help Wednesfield retain the Gold and potentially involve other parts of the City.

Mr Archer stated that local newspapers were in decline and had been for the last twenty-five years. His magazine had a wide distribution. It was an opportunity for people to see what was happening locally. His magazine had become a focal point for voluntary groups to communicate their messages. He considered Wednesfield to have the best Christmas Lights Switch on Event in the City. The Scrutiny Officer asked Mr Archer what he considered as the vision for Wednesfield. In response Mr Archer outlined what he saw as the strengths and weaknesses of the Wednesfield area. The strengths were, three exceptional community centres, free parking, the shopping centre at Bentley Bridge and the old traditional high street and a strong community with excellent communication and interaction. One of his visions was to see the High Street linked with the shopping centre but he was unsure how this could be best achieved, but perhaps via an old-style arcade.

Mr Archer stated the weaknesses were a lack of youth provision, little representation for the homeless/beggars, which was becoming more of a problem and anti-social behaviour. He felt more could be done to improve the park which was not used all that well. There were opportunities to be had with the park if the Council was to provide some funding and be creative. There used to be Neighbourhood Wardens which he felt were a key link with the Police. Since these had gone there was not the same communication and he believed this had caused a negative effect on reducing crime. He did receive press releases from the Council but if he received them earlier it would help him promote Council supported events because his magazine went out every two months. The Scrutiny Officer suggested he could potentially meet with a Council Communications Officer quarterly to discover dates for events more in advance.

The Scrutiny Officer asked if there was anything the Council could do to improve collaborative working with the groups Mr Archer was involved. In response, Mr

Archer stated Councillors could engage more with some of the community groups such as Rotary. He did however appreciate the time constraints faced by Councillors and their continuous engagement with groups such as Hands on Wednesfield.

Mr Fellows from Wednesfield History Society gave a presentation to the Panel. He stated that Wednesfield was famous for a battle that took place between the Saxons and the Vikings on the 5 August in the year 910. It was also famous for its trap making industry and was once the world leader for making traps home and abroad. The vision for the History Society was to see Wednesfield as it was in the late 1980s and early 1990s when people came to Wednesfield to do their shopping and the High Street and market were always busy. The market had opened in December, 1960. Presently out of 26 stalls, only 12 were being used. It was clear the market was in decline and had been for some time. In the High Street there were empty shops. Their main objective was to get the community more involved and it was important to communicate the message of the importance of using the High Street and Market or face its potential loss. They had some excellent social media in the area. He believed there needed to be a reduction in rent for the market traders and a reduction in rates for the shops to achieve the overall aim of more people using the High Street shops and market. It had to be made attractive for them to work in Wednesfield. He believed the City Council could reduce the rates by using funding from the regeneration money that had been said would come from the amalgamation with Birmingham. The Council had helped them with some of the History Society's projects, with Robert Johnson and the Library Service assisting them in the running of two historic shows, H.M The Queen's visit to Wednesfield on 24 May 1962 and the Lancaster plane crash on 17 May 1945. The Council had also helped Wednesfield achieve a Gold award in the Britain in Bloom competition by helping in areas such as lawn cutting. He believed Wednesfield had some of the best Councillors in Wolverhampton and encouraged the return of Breakfast Meetings to discuss local matters. These meetings used to be attended by Councillors, businesses, residents, community groups and the Police. Breakfast meetings would enable useful information to be better shared.

Mr Fellows stated that some of the people working on the market were not receiving enough income to pay the rent. He suggested on a trial basis the Council waive the rent to see the effect it would have on the market. The success of the shopping centre at Bentley Bridge had taken people away from the High Street and the Market Stalls. In response to the Scrutiny Officer asking what the Council could do to help the History Society, he requested the Council continue to offer funding opportunities. Mr Hamilton stated that it was important for the Council to recognise the good work of the History Society and the value they offered. There were local historical valued buildings that could potentially be demolished in the future due to regeneration works. He requested that the Council involve local people in such decisions. Mr Fellows stated that he had many artefacts that had been sent to him, including the old windows from the theatre that had been demolished to make way for Sainsbury's. He wanted to establish a museum to commemorate the Trap Making Industry and the Battle of Wednesfield, which would be an attraction for local schools.

A Panel Member, who was also a local Member, addressed the Panel. He stated that the Canal in Wednesfield was the first piece of transport infrastructure in Wednesfield which had regional importance. It was still an important piece of infrastructure which was being used more and more. The Canal and River Trust were fronting issues which related to partnership working with the Private Sector

such as Bentley Bridge Leisure Park. He referred to a note which had been sent to him from Bentley Bridge and had been circulated to the Panel. The letter stated that the support they had received from the Council, the Fire and Police Service, Hands on Wednesfield, Wednesfield in Bloom, Wednesfield Magazine and the Canal and River Trust had helped Bentley Bridge achieve a successful growth rate. The annual footfall had increased from 2 million per annum in 2014 to 2.2 million just two years later, a 5% growth rate per year. This beat the national average growth rate trend for similar leisure and retail places in the UK, which had an average growth increase of 1.8%. This important fact underlined how well the voluntary sector was working with the community and consequently having a beneficial impact on Bentley Bridge. The letter also stated that brand partners such as KFC, McDonalds, Pizza Hut, Nando, Bella Italia, Chiquito's and Hollywood Bowl had also invested in their units and refurbished them to a high standard. In 2018, Subway and The Nickelodeon were looking to undergo refurbishment works and Cineworld was going to complete an extensive refurbishment which would bring their 4DX super screen experience to Wednesfield. The Panel Member stated that it was important for the voluntary sector to know how important the private sector felt their work had been. The retail park had been delighted about the Gold Award for Wednesfield in Bloom. The shopping park was nearly at full occupancy and the jobs created were the highest to date with more than 600 people employed at the shopping park. This was extremely positive news which had been achieved through the hard work of people working together. The History Society had its own energy with a vision for using history to develop the local economy. It was important for them to continue to work with the Council.

The Panel Member stated the current High Street had only three empty commercial properties, which was an improvement on previous years. There were issues around the market but he also knew that the nature of the national economy was changing, with the advent of electronic shopping, international brands and changes in transport. The manufacturing industry in Wednesfield was hugely important to the City economy. Large sums of money were raised from business rates for the Council. Manufacturing was the biggest employer in Wednesfield, followed by the retail and health sectors. The one area which needed further work was in Performing Arts. The Canal Festival had helped to showcase local talent and had helped promote the visitor economy, which he wanted to see develop.

The Panel paid tribute to Stephanie Clarke who had been a credit to Wednesfield and a founding member of Hands on Wednesfield. She had been a hard worker, working tirelessly for her local community and was sadly missed by so many people.

A Panel Member, who was also a local Member, stated that the Market was clearly in decline and needed improvement. The Gurdwara wanted to be more involved with Wednesfield events and especially with the Christmas Lights celebrations. Mr Hamilton in response stated that the Gurdwara would be involved with the forthcoming Christmas Light Celebrations. There were three faith leaders coming together with the Mayor to say a prayer for Stephanie Clarke on the anniversary of her death. The Gurdwara were heavily involved in Wednesfield in Bloom and the primary schools were planting outside the Gurdwara in the following week. Mr Hamilton stated it was however sometimes hard to approach the Gurdwara Committee, as this often changed, but he would welcome more connections with the Gurdwara and he agreed the links could be strengthened.

A Panel Member stated that the community work in Wednesfield should not be underestimated and the community cohesion was much better than in other Wards. Section 106 money was very important to local groups and facilities. It was important to engage with communities as to how this money was spent and he asked for a report to be received before the committee concerning section 106 finance. The Panel Member's experience had been parks being prioritised rather than other areas, such as the local war memorial. The Chair stated that he had recently spoke to the Director of Governance who had relayed that the first point of call regarding section 106 money should be to the local Councillor. A Panel Member stated that he had never been consulted on how section 106 money should be spent in his ward. Another Panel Member stated they had always been proactive in determining how the section 106 money would be spent.

A Panel Member stated that it was important for the Council to facilitate the network that Wednesfield had successfully created and this could be helped with Council departments better communicating with each other. The Council needed to give clearer direction on costs for Christmas Tree Lights events. Thought also needed to be given to the High Street particularly with the improvements being made at the retail and leisure centre. It was important not to charge for parking in Wednesfield. Mr Hamilton stated that Graiseley Lane had a parking metre system in place. There were businesses on Graiseley Lane, the Children's Centre and a school. He was concerned that parking was chargeable until 8pm in a residential area, when across the City after 6pm parking was free of charge. A Panel Member stated that it was because it was visiting time at the New Cross Hospital. Mr Hamilton stated that the local people of Wednesfield felt they were being punished because of visitors at the hospital. Residents were struggling to park in their own street, unless they had a resident only permit.

A local Member stated that the Community Centre was not being well used. He thought it would be good to display some of the artefacts in the possession of the History Society. He had been unable to book a room at the Community Centre because he had been told on a Thursday to phone on a Tuesday between 9am and 10am, but had needed the room for the approaching Monday. He requested that either an Officer be employed by the Council to manage City wide room bookings or develop an online City wide room booking system. This would improve use of the centres across the City. He stated that the Amphitheatre was a phenomenal facility but it was not being widely used by Performance groups, this needed to change. The High Street needed to be regenerated but there was a currently a reluctance from the business community to engage in a BID (Business Improvement District). The regeneration of the High Street was an area he thought the Council could help assist. He reported that Wednesfield had lost two doctors despite house numbers increasing and a rising population. The Council needed to put pressure on the health authorities to ensure there was adequate doctor provision.

The local Member stated there was high demand for school places in Wednesfield. They had attended a meeting with Officers who were especially good at predicting demand but had been unable to inform him as to how many spare places there were available at Wednesfield schools. They had also been unable to inform him how many school places were needed to cover the new housing development. The local Member estimated 300 places would be needed and so long-term planning was essential. He added that three schools had closed in recent years.

The local Member stated he was delighted there was a £6 million development ongoing at the Industrial park. He raised the need to ensure the traffic infrastructure was fit for purpose as the area was densely populated. He was concerned the current proposals were not sufficient particularly on Lakefield Road. When building new housing estates, it was important to build the community at the same time. Planning was therefore vitally important. He had been concerned that at a recent Planning Committee meeting important information had not been available to the Committee regarding the proposed development. None of the information obtained by the consultations had been available. When building houses, it had to be in the right area with the correct supportive infrastructure and this was an area the Council needed to do more. A Panel Member stated that it was also important to give thought to provision of youth services in new developments proposed. The local Member stated that he had been informed that Wednesfield Pub Volunteers had carried out work in one year, equivalent to £260,000 at minimum wage level. This clearly demonstrated how strong the volunteer community was in Wednesfield.

The Cabinet Member for City Economy stated that he had been fascinated by the discussion and he was committed on behalf of the Cabinet to take away the information from the meeting to formulate a plan outlining what was possible from the Council. He would work with Officers on a co-ordinated response regarding school places but would need to liaise with the Education Department. A Panel Member who was also a local Member stated that Wednesfield needed a Development Plan to ensure its ongoing success. This could then be used to measure ongoing performance.

A Panel Member stated that businesses and the Council needed to come up with new ideas for the High Street to ensure its survival. They needed to take account of the rise in electronic devices, changes in shopping habits and the rise of online shopping. A local Member stated there was an ageing population and a high number of bus users who did not park on the supermarket but used the High Street. They praised the local volunteers and was delighted Ashmore Park Community Association had received, The Queen's Award for Voluntary Service earlier in the year.

The Chair asked the Service Director for City Economy if she was aware of the challenges stated by the external witnesses and the Councillors. In response she stated it was inspiring what the volunteers were doing in Wednesfield and this was what was needed in developing a local economy. She supported the Cabinet Member's suggestion of pulling together all the information obtained from the meeting into developing a Community Action Plan. There were a number of initiatives taking place which the Council could offer their assistance to benefit Wednesfield. She informed the Panel of a Crowd Funding initiative called "Crowd Fund Wolves." The Head of Service Development outlined the initiative which had been launched on the 11 November 2017. The Service Director for City Economy stated the Council could certainly help improve the communication flow of relevant information to the Wednesbury Magazine. The big issue for the BID was it not being presently viable due to lack of support from the local businesses, it could however be revisited. It was worth considering Pop-Up initiatives in the High Street and use of cultural assets were regenerating High Streets across the country. She would talk to the relevant Planning Officer about section 106, who could give guidance on who to contact to ensure effective communication in the future.

Resolved: That a Wednesfield Community Action Plan be developed by the Council.

- 6 **Draft Budget and Medium Term Financial Strategy 2018-2019 to 2019-2020**
The Finance Business Partner (Place) presented a report on the Draft Budget and Medium Term Financial Strategy 2018-2019 to 2019-2020. The purpose of the report was to seek the Panel's feedback on the Draft Budget 2018-2019, that had been approved by Cabinet to proceed to formal consultation and scrutiny stages. The Panel's feedback was also sought on the approach to budget consultation and key budget reduction proposals that were built into the Council's Medium Term Financial Strategy. There was currently no new savings proposed in the service area for 2018-2019.

The Service Director for City Economy stated there were two parts to the financial strategy in City Economy. The first being how the service area used the mainline budget given by the Council, which was relatively small compared to some places and the second, how it secured external funding which formed a large proportion of the overall funding. The inclusive growth work carried out by the service area created the base for the finance the Council held through the business rates and tax. The City Economy Service had already achieved budget reductions. The Council had been very successful in achieving external resources to fund business support and enterprise. The small team had doubled as a consequence. The finance for this had come principally from Central Government and European Structural Funds. The Council had applied for an extension bid to secure more finance for the team. The Council was positioning itself to being a leader in the Black Country in business support and enterprise. When the industrial strategy funds came through the Council would be well placed to continue work in this area, which was the foundation for having a good tax base.

The Service Director for City Economy stated that the City Development Team worked in a similar way and it was a small team undertaking capital projects. They were mainly trying to secure the private sector to complete these projects rather than the Council directly. They did however do a number of projects where there was a gap between them being viable for the private sector. An essential part of their work was to secure funding from the LEP (Local Enterprise Partnership), the West Midlands Combined Authority and other sources. The Council's investment into Wolves@Work and the Partnership the Council had with the DWP (Department for Work and Pensions) was beginning to pay dividends in the number of people gaining employment and the support that was offered them in the initial stages of employment.

The Service Director for City Economy stated that in the Cultural Visitor Economy, the service area was proud that they had secured Arts Council funding for the next four years. Wolverhampton Council was one of the very few places to get an increase in their funding. The Arts Council had been particularly impressed with the Literature Festival which the Council had started. Capital and revenue funding had been secured from the Arts Council. The overall strategy was about ensuring that everything the Council undertook delivered as many benefits as possible, rather than approaching projects as silos. The strategy was also about promotion, facilitation and planning for the City which was important to securing investment in the longer term. In conclusion the strategy focused on bringing resources into the City when the Council was having to reduce its own.

A Panel Member stated that there was an impressive story to tell in Wolverhampton. The Council knew their strengths and weaknesses and had been able to continue to develop the City. One of the Council's great strengths had been its ability to keep its cultural venues open compared to some neighbouring authorities which had closed theirs. The Council put great value in their cultural assets. Dudley had shut their Museum, Walsall now had concerns over their museum and art gallery and had shut libraries. The majority of Wolverhampton Libraries had remained open in recent times, which was a credit to the authority. He desired further development at Northcote Farm to raise income and help balance the books. They requested a meeting with the Service Director for City Economy to discuss the issue.

A Panel Member stated that he couldn't find any major flaws in the Financial Strategy going forward. They did however believe that the City had not reached its peak in the Visitor Economy and so continuous development was needed but also taking into account the challenges. People were staying overnight on boats in Wednesfield which were contributing to the local economy. Due to the slow nature of boats people were also staying in Wolverhampton. The nature reserve being developed would be the longest local linear reserve in the country, which would attract many visitors. As it was flat it would be attractive to people of all ages and those with mobility issues. The Nature Reserve was something which could further enhance the Visitor Economy and development should be encouraged. Officers from the Arts Council had visited Wednesfield in August to assess how £2,500 of Black Country Creative Arts funding was being spent. They had been impressed with what they had seen.

A Panel Member stated whilst there were clearly challenges ahead, the strategy was correct. Promotion was important to increase the footfall such as attracting people from the other side of the city to visit the canal in Wednesfield. She referred to the pink book which had been an excellent promotion tool. The Council needed to praise itself and the area of Wolverhampton more. The City had been creative in how they could use its venues and she hoped this would continue.

A Panel Member stated that the strategy was about making the most of Council assets and managing the Council's liabilities. Monitoring and review was important to assess how well the Council was doing in relation to its assets and liabilities. Necessary adjustments could then be implemented, which he was confident the Council was already doing.

Panel Members praised the Food Festival in Wolverhampton which had taken place earlier in the year, where a large proportion of Millennials had been present. They asked for the Festival to be expanded into the City Centre. Some food outlets had run out of food as the event had been so popular. The Service Director for City Economy welcomed the idea of stretching it through the City Centre. The Cabinet Member for City Economy stated that a three-day Victorian Christmas Market was being planned in the same location and of a similar size to the Food Festival. If this was successful it would continue in future years.

A Panel Member stated more hotels were needed in Wolverhampton to attract people to the area and boost the local economy. The Service Director for City Economy stated that they were receiving enquires and agreed it was important to encourage people to stay overnight as they spent significant more money when staying over.

Resolved:

- A) That the feedback received at the meeting be forwarded to Scrutiny Board for consolidation and onward response to Cabinet.
- B) That the Scrutiny Panel response be finalised by the Chair and Vice-Chair of the Scrutiny Panel and be forwarded to Scrutiny Board for consideration.

7 Presentation on Economic Evidence Base [Update]

Resolved: That the presentation slides on the Economic Evidence Base be circulated to all Members.

This page is intentionally left blank

Cabinet Member Consultation			
Report title:	Tettenhall Local Economic Development and Growth		
Cabinet member(s) consulted	Consulting employee	Mode of consultation	Primary date of consultation
Cllr John Reynolds	Service Development Manager		
Key comments arising from consultation (if applicable):			

Stronger City Economy Scrutiny

13 February 2018

Report title	Tettenhall - Local Economic Development and Growth	
Cabinet member with lead responsibility	Councillor John Reynolds City Economy	
Wards affected	All	
Accountable director	Keren Jones, Service Director	
Originating service	City Economy	
Accountable employee(s)	Heather Clark	Service Development Manager
	Tel	01902 555614
	Email	Heather.clark2@wolverhampton.gov.uk
Report to be/has been considered by		

Recommendation(s) for action or decision:

The Stronger City Economy Scrutiny Panel is asked to consider how can the Council help to support the development and strengthening of the local economy in Tettenhall?

1.0 Purpose

- 1.1 To provide an overview of the local economy in Tettenhall and ask the Stronger City Economy Scrutiny Panel and witnesses to consider how the Council can help to support the development and strengthening of the local economy in Tettenhall:
- What is the vision for Tettenhall?
 - How can the Council work best in collaboration with partners and what information do Councillors hold to help with this process?
 - What do the witnesses invited, who work in partnership with the Council, believe can be done to improve collaborative working?
 - How can the Council's existing approach help with external partners plans and what is missing to achieve the vision for Tettenhall?

2.0 Background – local economic development

- 2.1 Local Economic Development (LED) is an approach towards economic development which allows and encourages local people to work together to achieve sustainable economic growth and development thereby bringing economic benefits and improved quality of life for all residents in a local municipal area.
- 2.2 The Centre for Local Economic Strategy (CLES) resilience model examined the importance of all parts of the economy: the social; commercial; and public economies to ensure an economy is resilient to external forces or change. The commercial economy is often seen as the priority for economic development, but the resilience model demonstrates that the public sector can have considerable influence on a locality through procurement spend, planning and employment opportunities. Likewise, the social economy does not regularly feature in economic development strategies but plays a crucial role in providing the foundations for any healthy and effective economy both directly through local employment, local supply chains, volunteering and social enterprise, but also indirectly through development of social capital and promotion of civil engagement and participative democracy.
- 2.3 A Neighbourhood Plan for Tettenhall Wards for 2014- 2026 was approved in 2014 following extensive consultation. Tettenhall is made up of two wards Tettenhall Wightwick and Regis. Both wards have a population of 13,203 (census 2011). Tettenhall wards consistently outperform borough and national average. Outlined below are the key statistics for Tettenhall:
- **Economically Active:** 78.8% of working age residents are economically active in Tettenhall Wightwick and 80.6% in Tettenhall Regis, above both Wolverhampton and national average.
 - **Economically Inactive:** 21.2% of working age residents are economically inactive in Tettenhall Wightwick and 19.4% in Tettenhall Regis, below both Wolverhampton and national average. In Tettenhall Wightwick, the largest proportion of economically inactive are retired (6.8%) followed by students (5.4%). In Tettenhall Regis, the largest proportion are students (5.7%).

- **In employment:** 73.4% of working age residents are in employment in Tettenhall Wightwick and 74.5% in Tettenhall Regis, above both Wolverhampton and national average. Both wards have a higher proportion of self-employed 11.3% and 11.9% as compared to Wolverhampton average of 6.9% and slightly above national average of 10.4%. A higher proportion of residents are in full time employment in both wards.
- **High Skills profile:** 37.7% of working age residents are qualified to Level 4 qualifications or above in Tettenhall Wightwick and 34.9% in Tettenhall Regis, above both Wolverhampton (21.7%) and national (29.7%) average. The numbers of no qualifications are significantly lower than Wolverhampton with only 12.2% in Tettenhall Wightwick and 11.8% in Tettenhall Regis.
- **Unemployment:** there are only 330 claimants in Tettenhall Wightwick and Regis wards (NOMIS). Unemployment is also extremely low at 1.85% and 1.64% in Tettenhall Wightwick and Regis significantly below Wolverhampton and National average.
- **Sources of employment:** both wards have a higher proportion of residents in higher level occupations: 14.8% and 13.9% manager and senior officials for Tettenhall Wightwick and Regis; 23.2% and 21.3% professional and 13.1% and 13% associate professional and technical. All above Wolverhampton and national average.
- **Business:** both wards are primarily residential areas, however they contain 1035 businesses, 915 are micro (0-9), 110 are small (10-49 employees) and 15 medium (50-249). The area contains only one industrial estate, Marcombe Road. Other key employers including The Mount Hotel, Tettenhall College Independent School, Compton Hospice and Nuffield Hospital.

3.0 Tettenhall Local Economic Development

- 3.1 Tettenhall is largely a residential area with attractive local amenities and historic sites bordered by rural South Staffordshire and areas of green belt to the west. Tettenhall has a distinctive and high quality built environment, including two village greens, six conservation areas, 95 listed buildings and important features such as Wightwick Manor, the Staffordshire and Worcestershire Canal and a number of Georgian and Victorian houses. There are significant areas of high quality open space and green infrastructure assets including Smestow Valley Nature Reserve, the canal network and areas of ancient woodland. The Tettenhall area makes important contribution to Wolverhampton's economy providing aspirational housing, visitor attractions and a unique village character.
- 3.2 **Tettenhall's economy:** although there are few employment sites, the area has six District and Local centres – Aldersley (Claregate), Castlecroft, Compton Village, Finchfield, Tettenhall Village and Tettenhall Wood, as well as small areas of other economic activity. The district and local centres primarily meet day to day convenience shopping and local service needs, although Tettenhall Village does contain some more bespoke provision. Marcrome Road Industrial Estate in Tettenhall Regis is the only free standing employment site and is 4.5 ha. in size. At the time of the Neighbourhood Plan,

the site was 100% occupied and consisted of 10 businesses (predominantly manufacturing and light industrial) employing 243 people. Other employers include various independent and state schools, Compton Hospice and Nuffield Hospital and the Mount Hotel. However, there is also a contribution made by tourism (see below).

- 3.2 **Business Support:** businesses across Wolverhampton are supported through the Growth Hub. For example, a company on Marcrome Road Industrial Estate received a broadband voucher to get access to superfast broadband. Employer work coaches as part of Wolves@Work are currently working with a number of Tettenhall employers to support their recruitment needs. 11 Tettenhall businesses have already pledged to wolves@work to recruit locally, provide work experience and apprenticeships and develop their workforce. Moving forward Wolves@Work Employment Coaches will proactively promote Business Development to include recruitment and support in and around the Tettenhall area with Tettenhall being a priority area for further engagement and support.
- 3.3 **Skills and Employment:** a range of support is available to local residents to get into employment, education and training including Wolves at Work and European Social Fund and Youth Employment Initiative funded Impact programme. Wolves@Work, a partnership between the Council and DWP, provide support for Tettenhall residents. To date, 29 Tettenhall residents have been supported by the Council's work coaches of which 12 have moved into employment. Impact, which supports young people between 15 and 29 into education, employment and training. Impact has supported 28 Tettenhall young people.
- 3.4 **Tourism and Leisure:** the National Trust property Wightwick Manor is an excellent example of a building built and furnished in the style of the arts and crafts movement and attracts visitors from across the UK. The area also contains one of the city's top hotels The Mount. Other attractions include the Wildside Activity Centre, Smestow Valley and Aldersley Leisure Village. European Regional Development Fund (ERDF) has recently been secured to open up the green space at the Wolverhampton Environment Centre (WEC) as an extension to Smestow Valley Local Nature Reserve. Other leisure facilities include Tettenhall cricket club and golf course. In addition, a series of events are organised in Tettenhall Village including Make it or Bake it and Christmas Lights switch on.
- 3.5 Tettenhall has numerous community facilities including Tettenhall upper and lower green and the open air pool together with libraries, health centres, pubs and local pubs being the most commonly used. The Neighbourhood Plan listed 69 community and heritage assets across the area including educational facilities, churches, libraries, allotments, council and privately run sports and leisure facilities. The area is seen to have a key strength in terms of the number of active community groups and organisations.
- 3.6 Challenges identified in the Neighbourhood Plan consultation include:
- Traffic congestion
 - Shopping Centres - Quality of car parking spaces, vehicular access, enhancing public transport and accessibility, encouraging a great mix of local independent traders.

- Public investment in the area - 'The MEL household survey (July 2012) demonstrated that people would like to see more of the following amenities, play areas, youth activities, swimming facilities, doctors/ dentists/chemists and local post offices.'
- 'There is also a need to further promote what is already on offer, for example by maximising community use of the new school facilities developed as part of the City's recent Building Schools for the Future Programme. At consultation events and in the survey, residents identified certain buildings which they would like to see made available for community use.'
- The neighbourhood plan has a policy aim of, 'to ensure there is a diverse and health economy by attracting investment in business, industry, retail, housing, community facilities, tourism and leisure which is consistent with the character of the area.'
- Safeguarding pubs
- Better utilisation of some buildings.
- 'Consultation demonstrated a strong commitment to local conservation and that residents are particularly concerned about loss of habitats for wildlife, loss of trees on local streets and of green space and open areas and the maintenance of public footpaths.'
- Providing adequate, safe and accessible safe pedestrian routes for all members of society in the Tettenhall area.

4.0 Questions for Scrutiny to consider

- 4.1 How the Council can help to support the development and strengthening of the local economy in Tettenhall:
- What is the vision for Tettenhall?
 - How can the Council work best in collaboration with partners and what information do Councillors hold to help with this process?
 - What do the witnesses invited, who work in partnership with the Council, believe can be done to improve collaborative working?
 - How can the Council's existing approach help with external partners plans and what is missing to achieve the vision for Tettenhall?

5.0 Financial implications

- 5.1 The report provides an update on the current Tettenhall economy, as yet there are no further proposals and current financial obligations are stated, therefore there are no financial implications arising directly from this report.

[ES/29012018/A]

6.0 Legal implications

- 6.1 As there are no actual proposal yet, there are no specific legal implications arising from this report. When proposals have been formulated, a new reflection as to legal implications will be required.

JB/23012018/S

7.0 Equalities implications

7.1 There are no equalities implications arising directly from this report.

8.0 Environmental implications

8.1 There are no environmental implications arising directly from this report.

9.0 Human resources implications

9.1 There are no human resources implications.

10.0 Corporate landlord implications

10.1 There are no corporate landlord implications.

11.0 Schedule of background papers

11.1 Tettenhall Neighbourhood Plan 2014-2026
<http://www.wolverhampton.gov.uk/neighbourhoodplanning>

This page is intentionally left blank

UNLOCK THE CITY'S POTENTIAL



Page 23

Agenda Item No: 6



wolverhampton
BUSINESS IMPROVEMENT DISTRICT

BUSINESS PLAN | 2015-2020



Wolverhampton City Centre has an opportunity to unlock its potential through a Business Improvement District (BID) with over **£3 MILLION** investment to shape its **FUTURE.**

THE KEY TO ITS SUCCESS

Contents

- 3 Introduction
- 4 A BID for Wolverhampton City Centre
- 5 A Message From the BID Chairman
- 7 BIDs Explained
- 8 A Clean, Safe and Welcoming City - Day and Night
- 10 City Centre Marketing, Promotions and Events
- 12 Accessibility and Parking
- 13 Supporting City Centre Businesses
- 14 BID Ballot - How to Vote
- 15 Voting YES for Wolverhampton BID
- 16 The BID Levy Explained
- 18 The BID Ballot and Your Vote
- 19 Benefits of BIDs
- 19 Measuring Performance
- 20 BID Rules
- 22 The BID Area
- 23 Wolverhampton BID Map
- 24 Your Questions Answered
- 26 BID Task Group and Contacts



Introduction

Wolverhampton is a millennium city, home to magnificent buildings and a rich heritage. The city centre has a strong retail offer with significant high street brands and an amazing range of over 300 independent businesses. The city is also home to numerous large employers and has an established and growing University presence. With the Civic Halls, Grand Theatre and the Light House offering a rich range of venues the city is a major hub for live entertainment complemented by a host of clubs, bars, restaurants and cafés.

However, we are facing increasing competition from neighbouring towns like Telford, cities like Birmingham and retail parks like Bentley Bridge. Coupled with the fast changing pace of online retail, we cannot afford to sit back. Footfall is declining and tough economic circumstances are affecting us all. We need to secure Wolverhampton's place as a thriving city centre, to attract shoppers back and evolve to meet their changing needs.

Wolverhampton businesses have an opportunity through a Business Improvement District (BID) to influence local decisions and to take control of how their city reacts to these changes.

BIDs already operate in 180 towns and cities in the UK and deliver a bespoke range of services that businesses have identified are essential. These are tailored to ensure that they give themselves the best chance to trade as effectively as possible. Wolverhampton is no different. We need to stand strong and together to make sure that we are making the most of the city's potential and demonstrate that it is a city to shop, visit and do business.

Vote YES for a BID to make this happen.



A BID for Wolverhampton City Centre

This proposal to establish a Business Improvement District (BID) for Wolverhampton city centre is a real opportunity to secure the city's future as a prosperous and thriving destination.

Led by the businesses in the city centre Wolverhampton BID objectives are to:

- Direct and deliver £3million of investment in the city centre over the next five years.
- Improve people's perceptions of the city by delivering a safe, clean and welcoming city centre, day and night.
- Address the issues of accessibility and parking to remove the barriers that stop people choosing to shop and visit the city.
- Increase footfall and raise the city's profile through enhanced, and targeted marketing and coordinated promotions and events.
- Secure Wolverhampton's future as a thriving and vibrant city, putting Wolverhampton back on the map as a destination of choice.
- Make sure Wolverhampton city centre is doing all it can to enhance its offer and secure its future.

Through a Business Improvement District the control of the city is in the hands of the businesses who decide if these are the things we need to deliver for the city centre and by using your vote you will have a real opportunity to make a difference and start putting Wolverhampton back on the map.

You decide!!!

VOTE **YES** IN THE BALLOT
to be held between 15th October and 12th
November 2014

A Message From the BID Chairman

A BID for Wolverhampton has been an aspiration for many years for the city. A broad range and committed group of businesses and stakeholders want to see real changes and to take control of how the city is managed and promoted to give it the best opportunity for its future success. The BID is a business led initiative which has the success of the city at the heart of everything it delivers.

With an investment of £3million over the next 5 years to provide the projects and services within this Business Plan this is a fantastic opportunity to unlock the city's potential.

Getting the basics right are key. We want a cleaner, safer and more welcoming city. This will enable us to attract more footfall, provide support to existing business and send out the message that Wolverhampton is a great place to invest, work, live and visit. By communicating what the city has to offer, by removing the barriers to people visiting the city, and with the aim of changing perceptions of what is a beautiful city centre we want to put Wolverhampton back on the map.

Working together we can make the right changes and by voting Yes for the BID you can help position the city in its rightful place, making sure we compete against neighbouring towns, cities and retail parks.

Nicholas Pitt
Centre Director, Mander Shopping Centre
BID Chairman, Wolverhampton BID Task Group



"Wilkinson is passionate about Wolverhampton and its opportunity to be a more vibrant city that offers its visitors a great shopping experience. To raise Wolverhampton's potential businesses need to work together to make a difference, it is time to look forward. A BID for the city centre could mean real change in the right direction and could deliver the projects Wolverhampton needs."

LAL CHAND
Manager, Wilkinson



BIDs Explained

A Business Improvement District (BID) is a defined area where businesses decide to make a collective contribution to actively deliver improvements to their area. The BID is a local, private sector led organisation whose role is purely to deliver the improvements that businesses want in a defined area. Across the UK BIDs have delivered physical improvements to towns and cities, increased footfall by promotions, marketing and events, invested in their areas, improved perceptions, increased a sense of safety through a wide range of initiatives and reduced business's overheads through collective purchasing.

Your City–Your Business–Your Priorities

Over the past 8 months the BID team have been actively working with and consulting businesses in the city centre to understand their priorities and to listen to how the cities potential could be realised. The BIDs team engagement has included:

2013 October - November

- Feasibility Study to assess the viability of a BID for Wolverhampton city centre.

2014 February

- Task Group of city centre businesses formed with monthly meetings.
- BID website available and updated to hold all BID information and news / contact details.
- Regular updates at monthly Retailers Meetings.

2014 March - April

- Key Facts about BIDs - Newsletter 1 distributed.
- 700 Surveys distributed to businesses.

2014 May

- Business meetings - a series of six meetings tailored around different business sectors within the city centre.

2014 June - July

- Face-to-face business meetings.
- 700 copies of Newsletter 2 distributed.

2014 August - September

- Consultation informed the projects and priorities set out in the Wolverhampton Summary Business Plan - distributed to 700 businesses.

2014 September - October

- BID Business Plan circulated to all eligible business ratepayers.



Hundreds of city centre businesses have been involved in developing this plan and have told us what needs to be done to put Wolverhampton back on the map.

1

A Clean, Safe and Welcoming City - Day and Night

Over 5 Years: £1,339,000

WOLVERHAMPTON BUSINESSES SAID...

We need to change the perceptions of the city and make sure it is recognised as friendly, welcoming, clean and safe.

Page 30



VOTE YES AND THE BID CAN DELIVER

City Ambassadors

A team of City Ambassadors will play a central role in making the city centre a more welcoming place for everyone. The Ambassadors will be dedicated to the city centre BID area and will provide a welcoming sense of security and a visible presence throughout the day and evening.

For six days a week the City Ambassadors will undertake a wide range of duties for example advising shoppers and visitors about the range of services and facilities, assisting businesses with coordinating promotions through to dealing with anti-social behaviour. They will be the eyes and ears for the BID team, making sure city centre operations run smoothly.

First Impressions Count

People's perceptions of a place are very much influenced by their first impressions. The BID will provide a cleaning service that will be dedicated to making sure that the city is presented at its best. The BID will deliver additional street cleaning within the BID area on top of the current services to improve people's perceptions by removing litter and detritus throughout the day and be on hand to respond to the specific needs of the city businesses.

The BID will provide regular deep cleaning hot washes of the streets to remove stubborn stains, the remnants from the evening economy and following city events.

A Safe City - Day and Night

The BID wants the city to be known for being a safe place to visit, work, shop and enjoy, by providing CCTV operators to monitor the city 24 hours and day 7 days a week making the city a safer place. Working alongside the established Business Crime Partnership and Radio Link users the CCTV operators and City Ambassadors will be able to work jointly to ensure everyone does their utmost to make the city centre a safer place.

Late Night Safe Haven

The BID will provide a safe place for late night revellers to wait for a taxi, people will also be able to get water or a hot drink, seek assistance or reassurance for a safe night out. The scheme currently runs during Christmas and New Year, the BID will be able to extend this to make sure the safe haven facility is provided more regularly for example on key dates, for special events and holidays.

Once these schemes are well established we hope this will lead to a successful award of a Purple Flag - a true indication and nationally recognised scheme for safe and enjoyable nights out.

Ready for Business

Making sure the city is 'dressed for business' the BID will use imaginative and inviting ways to dress the vacant units and work with property owners to bring empty properties back into use. This will make the city feel safer, more welcoming and visually pleasing. Making the individual units and city more appealing to potential occupiers and investors.



2

City Centre Marketing, Promotions and Events

Over 5 Years: £1,125,000

WOLVERHAMPTON BUSINESSES SAID...

We need to raise the profile of what Wolverhampton has to offer. Market our fantastic music, art and cultural venues, eateries and independent shops and promote the city effectively. The city needs events dedicated to showcasing Wolverhampton and drawing additional footfall into the city centre.

Page 32



VOTE YES AND THE BID CAN DELIVER

Raising the City's Profile

The BID will undertake professional, planned and targeted marketing campaigns that highlight the full extent of what Wolverhampton has to offer. Developing year on year throughout the five year lifetime of the BID the marketing will build momentum and will establish an awareness of Wolverhampton's offer.

Driving Footfall

The BID will deliver an annual programme of events dedicated to attracting footfall and realising Wolverhampton as a destination for family, cultural and seasonal events. The boost to footfall across multiple sites in the city will benefit the range of multiple and independent retailers, restaurants, bars and nightclubs and cultural venues.

Changing Perceptions

Wolverhampton suffers from poor perceptions. The BID will work to change these perceptions by demonstrating through professional and well-executed radio and TV advertisements establishing a new Wolverhampton image through media and marketing groups.

Wolverhampton Vouchers

The BID will produce a Wolverhampton Voucher which aims to retain spend within the city centre. By working with large employers and establishments like the University and colleges the vouchers would be redeemable at a wide range of city centre businesses including retailers, restaurants, cultural venues and bars.

An Online City

The BID would provide a dedicated Wolverhampton website that will provide shoppers and visitors with city information, joined up offers and promotions and events for people to easily access. With social media via Via Twitter, Facebook and LinkedIn the BID team will be able to provide regular updates to offer promotions across the day and night time economies and let visitors know about up and coming events.



“A BID and the £3 million of investment it secures will help improve the value of property and assets in the city centre which will help existing property owners and attract new businesses and development. This Business Plan sets out a variety of proposals to give Wolverhampton a bright future and as chair of the BID Task Group the BID is fundamental to secure the long term success of the city.”

NICHOLAS PITT
Centre Director, Mander Shopping Centre
Chairman, BID Task Group

3

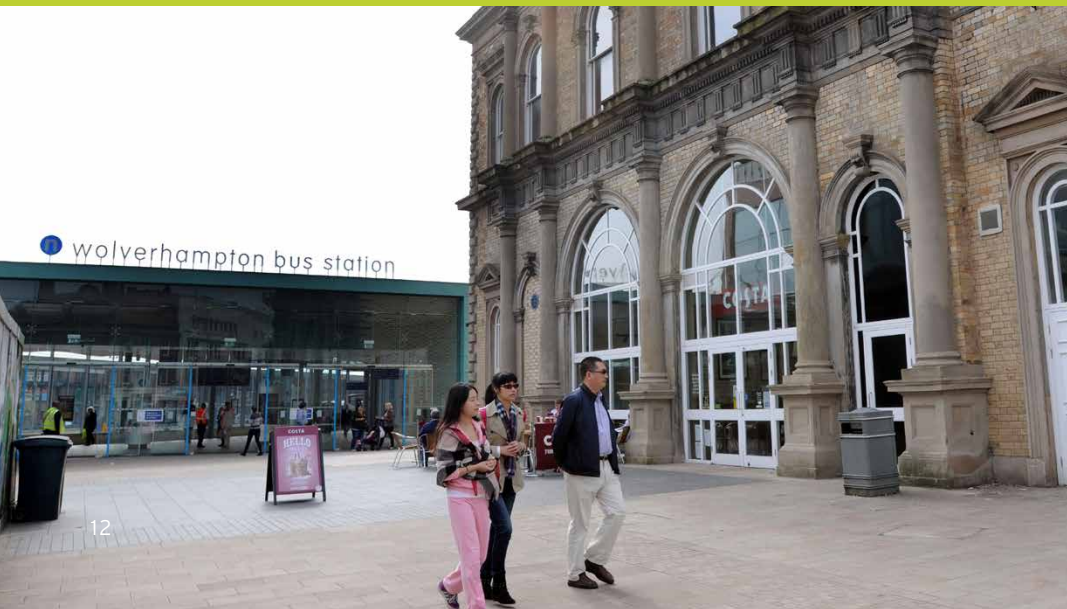
Accessibility and Parking

Over 5 Years: £500,000

WOLVERHAMPTON BUSINESSES SAID...

Removing the barriers that stop people choosing to shop and visit Wolverhampton is something the city centre businesses can't wait for. We need to deliver incentives that bring people back into the city, encourage them to stay for longer, relax and enjoy what we have to offer.

Page 34



VOTE YES AND THE BID CAN DELIVER

Parking Incentives and Enticing Offers

The BID will provide targeted car parking incentives and deals to reduce the cost of parking for customers and to increase the length of time people stay in the city.

Making sure that there are incentives to encourage people to stay for longer and working with the car parking providers to make sure we are doing all we can to make the city accessible. By focusing promotions and parking deals making sure customers don't feel they need to rush back to their car, but can relax and enjoy all that Wolverhampton has to offer.

The BID will work to make sure that perceptions of high parking costs are replaced by the understanding that Wolverhampton is open for business. Through marketing and promoting the city effectively the BID will communicate the actual cost of parking in the city centre as well as specific parking offers and incentives.

A Proper Welcome

Your first impressions of the city count and stay with you. Working together with the car parking providers and transport operators to make sure that we welcome all visitors to the city, give them all the information they need and present to them the whole range of retail, restaurant, cultural activities and evening entertainment the city has.

The BID will work to improve people's experience of using the car parks through clearer signage and information displays.

City Ambassadors will be able to welcome people arriving into the city and give them information and directions, their presence will provide reassurance that the city is a safe and friendly place to visit.

4

Supporting City Centre Businesses

Over 5 Years: £125,000

WOLVERHAMPTON BUSINESSES SAID...

Working together gives us the opportunity to influence how the city operates and having a strong voice to represent and champion the city centre is a key to its success. Supporting businesses by reducing their overheads will give the city a much needed boost.

Page 35



VOTE **YES** AND THE BID CAN DELIVER

Working to Reduce Businesses Costs

The BID can work on behalf of the businesses within the BID area to negotiate with companies that provide utilities, insurance, training, advertising, recycling and trade waste amongst others. Through the collective power of there being over 700 businesses within the BID area we will be able to seek reductions in costs through collective purchasing.

A Strong and Influential Voice

The city is changing and businesses don't feel they are in control of how decisions are made. The BID will provide a representative elected organisation that will have considerable influence on tackling key issues that affect how the city centre operates. Representing over 700 businesses the BID will have a significant and collective voice and will ensure levy payers are involved in the key decisions being made in the city centre.

A Responsive City

The BID Company will understand and monitor how the city centres operates on a daily basis and the team of City Ambassadors will be responsive to on-going issues and will be able to keep businesses informed of resolutions and issues that affect them.

Working Together

The BID Company will work with partners to promote the city, encourage investment, manage activities, maximise use of resources through a joined up approach to projects and where possible lever in additional funding.

BID Ballot - How to Vote

The BID Ballot will be conducted through a confidential and independent postal vote.

Each business ratepayer, with a property (hereditament) that has a rateable value of £10,000 or more will have a vote, provided they are listed on the National Non Domestic Rates List (Business Rates list) provided by Wolverhampton City Council for the defined BID area on 1st September 2014.

Page 36
Each person entitled to vote will have one vote per hereditament (property) within the Wolverhampton BID area where business rates are payable.

Ballot papers will be sent out to all eligible voters by 15th October 2014.

You will have until 5pm on Wednesday 13th November to vote.

The result of the ballot will be announced on the 14th November 2014.

“A BID would mean a better city for everyone, business owners, shoppers and office employees with the commercial sector being a significant employer within the city. Raising the profile of the city, changing perceptions and driving up footfall through a BID is something we will all benefit from.”

CHRIS BYWATER
Managing Director, First City



Voting YES for Wolverhampton BID

Businesses decide through the vote if they want a BID to deliver the projects and services as set out in this BID Business Plan, you decide...

Voting 'YES' for a BID in Wolverhampton means:

- £3million investment spent on enhancing the city centre for the benefit of your business.
- A strong voice that is representative of over 700 businesses and at the forefront of key decisions being made in the city.
- A dedicated BID team and budget to ensure that the city centre operates efficiently and effectively.
- Saving your business money.
- Raising the profile of the city centre and changing perceptions.
- Encouraging footfall and increasing the frequency and length of time people visit.
- Securing a safe, clean and welcoming city centre.
- Tackling long standing issues in the city centre, with a dedicated team and resource and a well networked BID company.

Voting 'NO' for a BID in Wolverhampton means:

- There will not be an additional £3million invested in the city.
- Wolverhampton will lose its ability to compete as neighbouring towns, cities and retail parks raise their game.
- There would be little or no city centre promotions and marketing.
- There will be no parking incentives to encourage visitors.
- The city will be less safe and less welcoming, day and night.
- Anti-social behaviour and business crime will not be tackled effectively.
- Without a BID there would be little chance to lever in additional match funding.
- There will be no opportunity for joint procurement.
- City centre businesses will not be involved in decision-making.
- Business confidence and new investment will be lost in the city.
- Timing is crucial, can we wait any longer!!!

This is your opportunity to take control
and **VOTE YES** for a positive and focused
body to deliver for you.

The BID Levy Explained

The projects set out in this Business Plan will be financed by a levy. The levy will apply to all businesses with premises with a rateable value of £10,000 and more. Businesses with a rateable value of less than £10,000 will not be liable for the levy.

The projected income that the levy will raise will be £600,000 which equates to £3 million over the 5 year term of the BID. This means that over the next 5 years businesses will see £3 million spent on the priorities they identified to ensure Wolverhampton city centre enhances its trading environment through the projects and services set out in this business plan.

The chart below shows the levy that businesses will pay depending on their rateable value:

RATEABLE VALUE	ANNUAL LEVY	DAILY COST
£10,000 - £24,999	£150	41p
£25,000 - £49,999	£350	96p
£50,000 - £74,999	£750	£2.05
£75,000 - £99,999	£1,500	£4.11
£100,000 - £199,999	£3,000	£8.22
£200,000 - £299,999	£4,000	£10.96
£300,000 - £749,999	£5,000	£13.69
£750,000 - £1,000,000	£10,000	£27.40
Over £1,000,000	£15,000	£41.09

The levy is an investment. In return for your investment you benefit from projects and services you would not get without a BID. The BID company will be able to tell you what you are receiving for your investment; it will be accountable for every pound it receives or generates. Every pound will have to be spent within the defined BID area.

Voluntary Membership and Additional Finance

The BID will also run a voluntary membership scheme for smaller businesses that would not be liable to pay the levy with a rateable value of less than £10,000. This will enable the smaller businesses to benefit from BID projects and services. The BID can seek additional funding to deliver even better value for money for its activities. The BID company will also be able to run commercial activities and undertake other income generation activities.

The BID Company - Governance and Management

In order to manage and operate, a new not for profit company limited by guarantee will be set up to deliver the BID.

The Wolverhampton BID Company will be governed by a Board of Directors who will be directly accountable to BID levy payers and will be responsible for delivering the projects and services that are set out in this BID Business Plan and maintaining the BID's objectives.

The board will be representative of the make-up of the business within the BID area and will represent all sectors.

To make sure the BID is established effectively the members of the BID Task Group will serve as the BID board in the first year. In subsequent years an annual election will be held where any levy paying business will be eligible to stand for a position of Board Director.

All levy payers will have a stake in the BID Company and will control how the BID funds are spent and hold the BID accountable for the 5 years of its duration. The BID Company will be a not for profit company and therefore any surplus profits must be spent on delivering services and projects agreed by the businesses' in the BID area and by the Board of Directors.

The BID will be managed by a full time BID Manager to ensure that all projects are delivered efficiently and effectively and in accordance with the objectives set out in this plan.

Following a successful YES vote the BID Company will be set up and will start operating in spring 2015, running for a term of 5 years. In order to continue beyond the first 5 years a new ballot will have to be undertaken.

Wolverhampton BIDs Indicative Budget and Expenditure

	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020	5-YEAR TOTALS
INCOME						
BID Levy	£601,050	£601,050	£601,050	£601,050	£601,050	£3,005,250
Additional / Voluntary Income	£120,210	£120,210	£120,210	£120,210	£120,210	£601,050
Total Income	£721,260	£721,260	£721,260	£721,260	£721,260	£3,606,300
EXPENDITURE						
Projects and Services:						
Clean, Safe and Welcoming City	£267,800	£267,800	£267,800	£267,800	£267,800	£1,339,000
Marketing, Promotions and Events	£225,000	£225,000	£225,000	£225,000	£225,000	£1,125,000
Accessibility and Parking	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000
Supporting City Centre Business	£25,000	£25,000	£25,000	£25,000	£25,000	£125,000
Staff	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
Training	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Office and IT Support	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Insurance	£1,860	£1,860	£1,860	£1,860	£1,860	£9,300
Levy Collection Costs	£11,200	£11,200	£11,200	£11,200	£11,200	£56,000
Legal	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Bank Charges	£400	£400	£400	£400	£400	£2,000
Contingency	£18,000	£18,000	£18,000	£18,000	£18,000	£90,000
Total Expenditure	£721,260	£721,260	£721,260	£721,260	£721,260	£3,606,300
Surplus / Deficit	0	0	0	0	0	

“Whilst the University is investing heavily in the city centre in terms of providing state of the art education facilities for our students, we also need to provide them with a first class environment in which to work, live and socialise. The BID will ensure that we have a city centre which is vibrant, safe and attractive to our students.”

PROFESSOR IAN OAKES
Deputy
Vice-Chancellor
University of Wolverhampton



The BID Ballot and Your Vote

The BID Ballot will be conducted by Electoral Reform Services through an independent and confidential postal vote from the 15th October to the 12th November. All eligible voters will receive a ballot paper in the post by 15th October 2014.

You will have until 5pm on the 12th November to vote.

The result will be announced on 13th November 2014.

Each eligible business ratepayer as listed on the National Non-Domestic Rating list (on 1st September 2014) for the defined BID area with a property of £10,000 rateable value or over will be eligible to vote.

Each person that is eligible to vote will have one vote per hereditament / property where business rates are payable.

A proxy vote is available details of which will be sent out with the ballot papers.

In order to establish a BID the vote must meet 2 conditions:

1. The majority of businesses that vote must vote YES for the BID.
2. Of the businesses that vote YES, they must also represent a higher total rateable value than those that vote no.

Without both of these conditions met the BID will not come into force.

Benefits of BIDs

There are over 180 BIDs already in operation across the UK, many of which are in their second term and have demonstrated a whole range of benefits to the businesses in the BID areas.

If you vote YES for a Wolverhampton BID you would expect to see:

- Increased footfall throughout the city centre and throughout the year
- Targeted parking incentives and deals to encourage people to shop and stay in the city
- Initiatives to save your business money
- A safer city with a team of dedicated City Ambassadors and 24-hour CCTV monitoring
- A clean and welcoming city
- Professional planned marketing and promotions
- A well-managed city centre, day and night

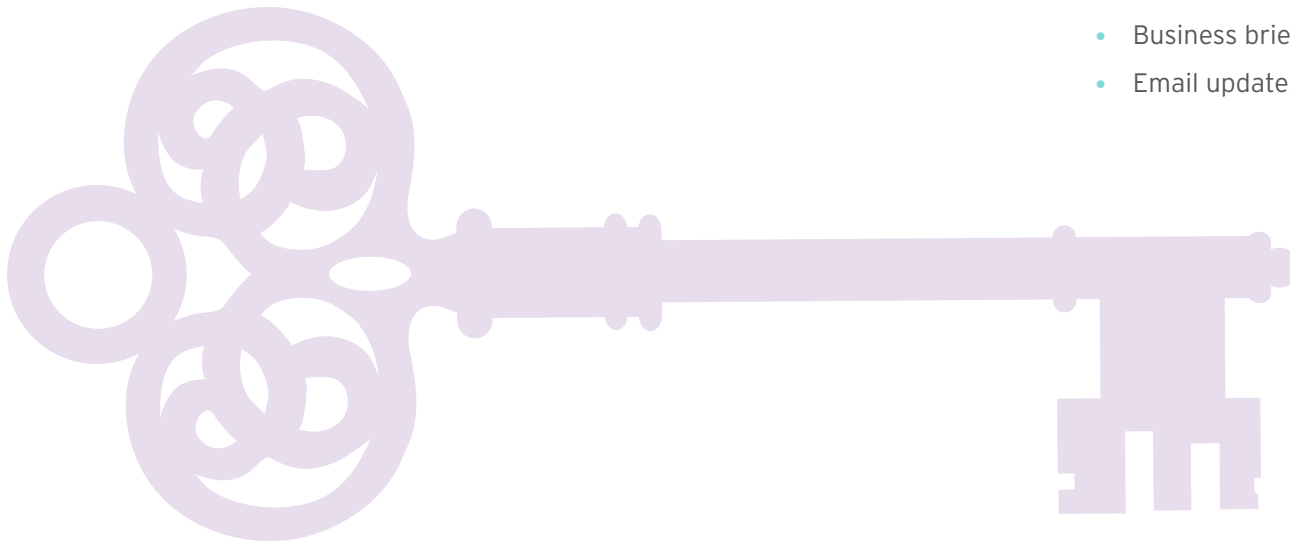
Measuring Performance

Wolverhampton BID will need to demonstrate to all levy payers that it is delivering against its objectives to the benefit of the city and your business. To demonstrate this we will use the following key performance indicators to measure our performance:

- Footfall figures
- Occupancy rates
- Car parking figures and offer redemptions
- New business activity
- Annual business and customers surveys
- Frequency of media coverage
- Online interaction, via website hits, and social media interaction
- Value for money calculations for service take up rates and savings calculated

The BID Company will undertake this monitoring at regular intervals and will report back to businesses via the following channels:

- Annual meetings
- Business briefings
- Email updates, newsletters and one to one meetings



BID Rules

BIDs are governed by the Business Improvement District Regulations 2004, this legislation sets out the rules under which BID's can operate.

Establishing a BID

Each eligible business ratepayer will have one vote per hereditament provided they are listed on the National Non-Domestic Rates list as provided by Wolverhampton City Council on 1st September 2014.

In order to establish a BID the vote will need to be for a majority Yes vote in terms of numbers and also those that vote YES will have to also represent the majority rateable value. Once a majority vote has been achieved the BID becomes mandatory for all eligible business ratepayers.

None of the costs incurred in developing the BID prior to the ballot will be covered through the BID levy.

The BID Levy Explained

The BID levy will be applied to all eligible non-domestic properties within the BID area with a rateable value of £10,000 or more. Each hereditament on the National Non Domestic Rates list supplied by Wolverhampton City Council on September 1st 2014.

The BID levy will be fixed as set out in the table on page 17 for the full term of the BID (five years) and will not be subject to inflation or alterations.

New Businesses will be charged the levy from the point of occupation based on the rateable value at the time they enter the rating list.

The levy will be set based on the Rateable Value as at the 1st April each year of the BID term.

If a business ratepayer occupies the premises for less than 1 year, the levy will be calculated and paid on the basis of the daily charge.

Vacant properties, properties undergoing refurbishment or being demolished will be liable for the BID levy, payable by the property owner or registered business ratepayer.

Non-retail charities with no trading income, arm or facilities, not for profit subscription and volunteer -based organisations will be exempt from paying the levy.

The BID levy will not be affected by Small Business Rate Relief schemes, service charges paid to landlords, exemption relief, discount periods or schemes in the National Non-Domestic Rate Regulations 1989 made under the Local Government Finance Act 1988.

VAT will not be charged on the BID levy.

"It is vital that businesses work together to make sure Wolverhampton city centre competes against neighbouring towns and retail parks. Much is needed to be done to enhance the city and a BID could be a key driver to enhance our streets, reduce crime, promote our city and build on what our city has to offer...you need to be involved."

DEBBIE EGGERTON
Manager, House of Fraser

BID Operations and Management

Wolverhampton City Council is the only authorised body able to collect the BID levy on behalf of the BID Company and will do so in accordance with an Operating Agreement.

Collection and enforcement regulations will be in line with those applied to the collection of non-domestic business rates, with the BID Board of Directors responsible for any debt write off.

The BID funding will be kept in a separate BID account and transferred to the BID Company.

BID projects, costs and timescales may be altered by the Board of Directors provided they remain in line with the overall BID objectives as set out in this Business Plan.

The BID Board of Directors will meet at least six times a year. Each levy paying business will be eligible to be a member of the BID Company and vote at Annual General Meetings.

The BID Company will produce a set of annual accounts made available to all company members and will produce an annual report on its achievements / progress for all BID Levy payers.

BID staff will be appointed thorough the BID Company and will work with the appropriate agencies to deliver the programme of projects set out in this Business Plan.

The BID will last for 5 years. At the end of the five years, a ballot must be held if businesses wish to continue with the BID.



“Marston’s are keen to play a central role in the future of a thriving Wolverhampton through the BID. It presents an opportunity for the city to be managed, operated and promoted in a sustainable manner. This will give existing businesses confidence to stay in the City and new businesses compelling reasons to come to Wolverhampton.”

PHIL BARNETT
Operations Director, Marston’s



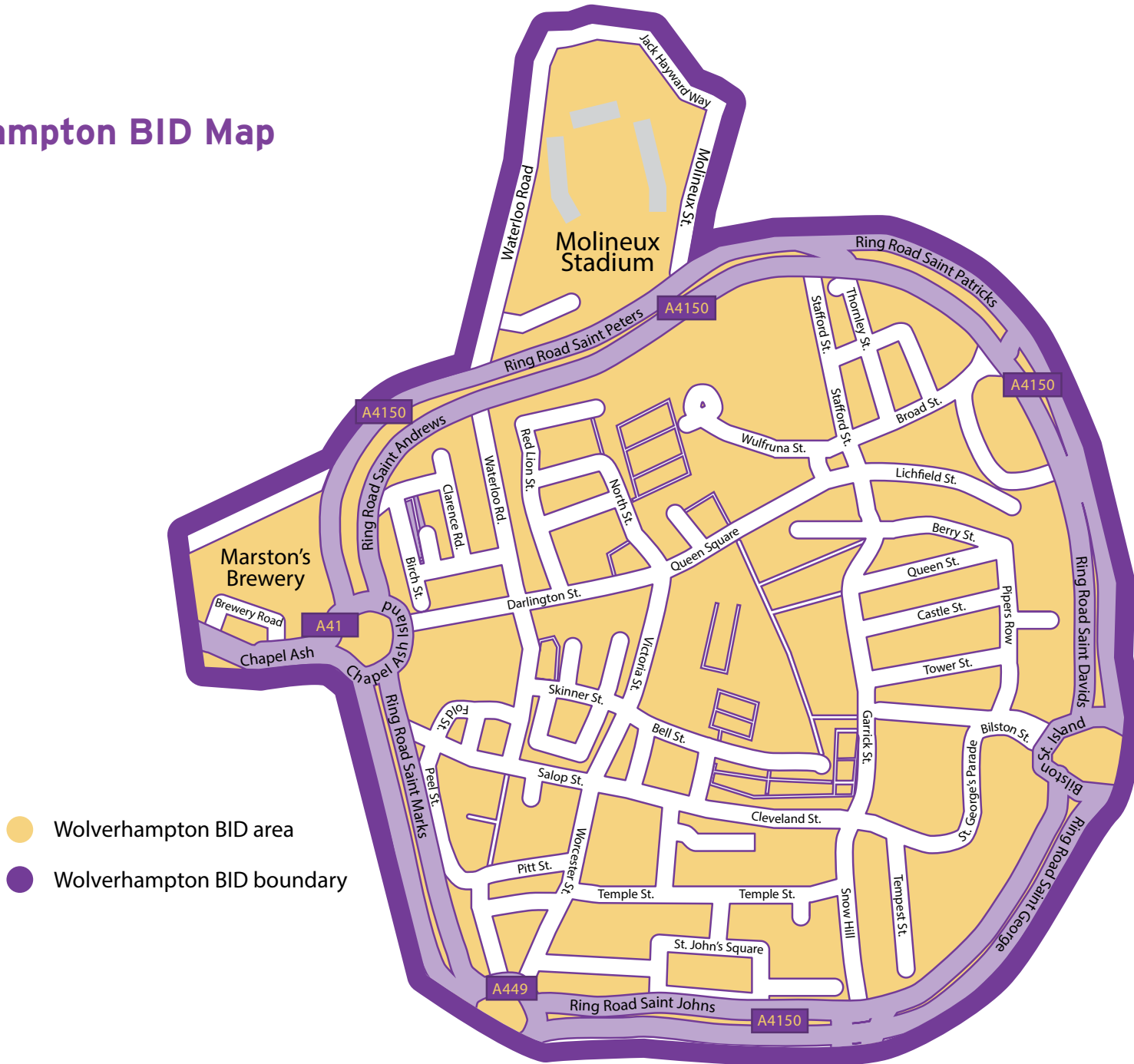
The BID Area

The map to the right indicates the area of Wolverhampton City Centre included within the BID area.

The list of streets that are within the BID area are:

- | | | | |
|--------------------|-----------------------------|------------------------|----------------------|
| Bell Street | Fryer Street | Princes Square | Temple Street |
| Berry Street | Garrick Street | Princess Alley | Tower Street |
| Bilston Street | George Street | Princess Street | Townwell Fold |
| Birch Street | Hampton Walk | Queen Square | Thornley Street |
| Blossoms Fold | Jack Hayward Way (Southern) | Queen Street | Victoria Fold |
| Bond Street | John’s Street | Queens Arcade | Victoria Passage |
| Brewery Road | King Street | Railway Drive (Part) | Victoria Square |
| Broad Street | Lich Gates | Railway Street | Victoria Street |
| Castle Street | Lichfield Passage | Red Lion Street | Victoria Arcade |
| Castle Yard | Lichfield Street | Salop Street | Wadhams Fold |
| Chapel Ash (Part) | Little Brickiln Street | School Street | Waterloo Road (Part) |
| Cheapside | London Place | Skinner Street | Westbury Street |
| Chubb Street | Long Street | Short Street | Wheeler’s Fold |
| Church Street | Mander Centre | Snow Hill | Whitmore Hill |
| Clarence Road | Market Plaza | St Georges Parade | Whitmore Street |
| Clarence Street | Market Street | St Johns Arcade | Woolpack Street |
| Cleveland Street | Market Square | St Johns Square | Woolpack Alley |
| Cleveland Court | Molineux Street (Part) | St Johns Street | Worcester Street |
| Cleveland Passage | Molineux Alley | St Peters Close | Wulfrun Centre |
| Convent Close | Mitre Fold | St Peters Square | Wulfruna Street |
| Corporation Street | North Street | St Mary’s Arcade | |
| Darlington Street | Old Bank Chambers | St Mary’s Street | |
| Deanery Place | Old Hall Street | St Peters Chambers | |
| Dudley Street | Paternoster Row | St Georges | |
| Exchange Street | Peel Street | Stafford Street (Part) | |
| Farmers Fold | Pipers Row | Summer Row | |
| Fold Street | Pitt Street | Tempest Street | |

Wolverhampton BID Map



Your Questions Answered

Isn't this just another Council initiative?

Not at all, a BID is controlled and managed by local businesses that are paying the levy. The majority of successful BIDs are delivered through a Company Limited by Guarantee. The BID Company will deliver the BID projects and services and will be directly responsible to all businesses through a Board elected from those businesses that pay the BID levy.

Isn't this what I pay Business Rates for?

No, Business Rates are collected by Wolverhampton City Council and are then re-distributed nationally. Wolverhampton City Council spends the allocated funding on services that are both statutory and discretionary. Businesses have very little control over what services these funds cover but do include street lighting, street cleansing, highway maintenance and policing.

BIDs are completely different. The money is collected locally; it can only be spent within the defined BID area and is managed and controlled by you. The money collected by the BID can only be spent on projects that businesses have identified as their priorities that are contained within this Business Plan. The levy does not pay for anything that is covered by Business Rates. The services and projects a BID provides are always additional.

Are BIDS just a way of Council's saving money?

BID money can only be used to carry out projects/services ADDITIONAL to those that public services have to provide. Prior to the BID Business Plan being produced the current services being delivered by all public agencies including the Local Authority and Police are baselined/benchmarked. The Local Authority has to continue to deliver that level of service for the period of the BID.

Can I be sure the BID Company deliver the projects and services set out in this Business Plan?

The BID will be focused on delivering the four priority objectives set out in this Business Plan. The BID will regularly update on its achievements to the BID Board on a variety of performance indicators as shown on page 19. The Business Plan is binding and any significant changes would have to result in an alteration ballot through a vote of the levy payers.

Isn't this a bad time to be asking businesses for money?

With the continuing pressures of competition there is no better time to make sure we can plan ahead and make the right changes to how we operate as a city. Through a BID we can ensure every effort is being applied to showcase what Wolverhampton City centre has to offer to secure its success as a destination in the future.

How much will it cost me?

On average for businesses eligible to pay the levy 75% of them will pay less than £1 per day and 50% of these will pay less than 41p per day. See the table on page 16 which sets out the levy bands payable against the rateable values.

Do BID's work?

There are over 180 BIDs currently running successful projects and services across the UK in places like Birmingham, Coventry, Rugby, Nottingham, Bath, Leamington Spa and Stratford Upon Avon. Nine out of ten places that have had BIDs for the first term of 5 years voted yes for them to continue for a further five years.



“I am proud to have been born and raised in the Wolverhampton area and feel that the city is often cast in an unfairly negative light. It is certainly true however that Wolverhampton would benefit from some investment to enhance its offering, and I believe that a successful BID scheme could put us on the right track to once again being a destination of choice for shoppers and aspiring business people.”

CHRIS BOURNE
Company Director, No+Vello

BID Task Group and Contacts

To discuss any aspect of this proposal, please contact:



Cherry Shine
Wolverhampton BID Director
cherry@wolverhamptonbid.co.uk
01902 558564
07800 713455

The BID Task Group

The BID Task Group is formed by businesses in the proposed BID area that want to make positive changes to Wolverhampton city centre. The Task Group have overall responsibility for the BID and have met monthly to actively oversee its development.

Nicholas Pitt	Mander Shopping Centre
Debbie Eggerton	House of Fraser
Jo Salmon	Wulfrun Centre
Peter Cutchie	Grand Theatre
James Sage	FBC Manby Bowdler
Chris Bywater	First City
John Henn	T. A. Henn
Chris Bourne	No+Vello
Kelly Jeffs	Lighthouse
Lal Chand	Wilkinson
Simone Chatwin	Boots
Bilvir Chander-Kumar	Equinox
Lesley Price	Marks and Spencers
Jason Davies	Primark
Donna Boden	Royal London
Richard Hunt	Yates & Popworld
Jim Cunningham	Wolverhampton City Council
Mo Aswat	The Mosaic Partnership
Cherry Shine	BID Director

The BID Task Group will form the Interim Board for the BID to allow for elections to take place and to administer the day to day running of the BID. If a YES vote is secured then a Board of Directors will be elected to administer and deliver the BID projects.



VOTE **YES** TO SEE THE
BID DELIVER **£3 MILLION**
OF INVESTMENT IN
WOLVERHAMPTON CITY CENTRE.



