



Meeting of the City Council

5 November 2014

Report title	Executive Business	
Referring body	Cabinet – 1 October 2014	
Cabinet members with lead responsibility	Cllr Peter Bilson Economic Regeneration and Prosperity	Cllr Elias Mattu Leisure and Communities
Wards affected	All	
Strategic director	Tim Johnson, Education and Enterprise	
Originating service	Democratic Support, Delivery	
Contact employee(s)	Dereck Francis Tel Email	Democratic Support Officer 01902 (55)5835 dereck.francis@wolverhampton.gov.uk

Recommendation(s) for action or decision:

The Council is recommended to:

Receive the summary of executive business and for Cabinet Members to answer any questions thereon.

**Executive business including
Policy development/operational issues**

**Councillor Peter Bilson
Cabinet Member for Economic Regeneration and Prosperity**

- **Wolverhampton City Centre Business Improvement District**
 - Cabinet has agreed to exercise the Council's vote in a ballot in support of a proposed Business Improvement District (BID).
 - The establishment of the BID is a real opportunity to secure the city's future as a prosperous and thriving destination. Led by the businesses in the city centre the Wolverhampton BID objectives are to:
 - Direct and deliver £3 million of investment in the city centre over the next five years'.
 - Improve people's perceptions of the city by delivering a safe, clean and welcome city centre, day and night
 - Address the issues of accessibility and parking to remove barriers that stop people choosing to stop and visit the city
 - Increase footfall and raise the city's profile through advanced, and targeted marketing and co-ordinated 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.
 - The BID ballot commenced on 15 October and would end on 13 November, with the result being announced on 14 November 2014. Should the ballot be successful Cabinet have also approved arrangements to support the progression of the BID.

**Councillor Elias Mattu
Cabinet Member for Leisure and Communities**

- **Black Country Growth Deal – Cultural Capital Programme**
 - Cabinet has approved arrangements to compete and submit a grant funding agreement with the Black Country Local Enterprise Partnership and Walsall Borough Council for Black Country Growth Fund deal funds the Council has received towards the cultural capital programme that would support the delivery of major refurbishment and improvement of the Civic Hall and the Grand Theatre.
 - The award of external funding towards the two improvement projects was good news for the city and its cultural offer. Projections were that the refurbishments projects would safeguard the equivalent of 637 jobs in the wider economy, attract an additional 510,000 visitors per annum and result in a further 120 jobs being created as a result of increased visitor numbers and spend.