

CITY OF  
WOLVERHAMPTON  
C O U N C I L

Email contact: [BusinessDevelopment@wolverhampton.gov.uk](mailto:BusinessDevelopment@wolverhampton.gov.uk)

Address: Civic Centre, St Peters Square, Wolverhampton WV1 1RP

Contact number: 01902 556879

PRIVATE AND CONFIDENTIAL

20 March 2023

Dear Business Owner

### Your feedback on Business Support options

As you know, the Council commissioned a firm of specialist accountants to conduct a review of the previous business support scheme for traders on Victoria Street and to make recommendations for a future possible scheme. This review took place between 3 January and 17 February. The final report was sent to us to consider on the 3 March. Over the last week, Council officers have reviewed these recommendations and assessed the implications of these for traders.

As a result, we are proposing two options for you to consider:

- Implement the very detailed, 'deep-dive' recommendations put forward by the specialist accountants, using council business support officers to work with traders
- Implement a more 'light touch' Relaunch Grant scheme – with processes similar to those used during the Covid support schemes.

We shared these options with the Westside Trader's Group on 13 March and at the Council's Scrutiny Board on 14 March. The presentation which includes outline details of the two options is attached and we are asking businesses who have been within phases 1 of the City Centre Public Realm works to consider them and give us their feedback.

You can do this by emailing the Council (via the email above) or by speaking to a representative from the Westside Traders group, chaired by Des Duggal, The Bed Company. **Responses to be received by 5pm on Wednesday 22 March.**

Your responses will be considered in the recommendations to be presented on 27 March to the Leader of the Council and Cabinet Member Councillor Simkins.

I would also like to take this opportunity to update you on the current programme of works and to share with you an update on the planned events programme which is set to begin next month.

Programme of works for public realm

- Latest newsletter distributed to all businesses in March
- The public realm for phase 1 is on track for substantial completion by the end of March including the events square

- The contractor has been working nights and weekends to catch up with paving delays from the previous winter weather (this week is now our third occurrence of weather conditions too cold/snowy to pave)
- There has been a gas leak in Salop Street, Cadent Gas have excavated sections of the new carriageway – works ongoing, this work is not being undertaken by the Council and is not linked to the public realm project

Some minor works to continue into early April but will not affect the reopening of pedestrian areas or deliveries

- Landscaping and planter works have been scheduled for when the weather is more suitable for the planting of the remaining shrubs.
- The automated Hostile Vehicle Mitigation bollards will be installed and undergo the final commissioning and surfacing.

Events / footfall Programme

- 23 April – plans for a market are being progressed and set to be confirmed soon
- 6 May – Arts Festival weekend
- 10 June – Pride in Market Square with parade and wayfinding down Victoria St
- 28 August – Krazy Races
- Sept/Oct – discussions ongoing regarding possible events
- November – Christmas Lights switch on and discussions about a potential Christmas market
- Spring / summer 24 – Box Space live entertainment zone opens.

Finally, I'd like to remind you that, whilst the Council has no legal obligation to support businesses, we do acknowledge the impact of the works and are committed to supporting businesses affected. A key part of this process involves getting your feedback so we can now move things forward. And ultimately, whilst the final decision on any forward will be made by the Council's Cabinet member for City Economy, we are keen to listen and hear your views.

Yours sincerely

Isobel Woods  
Head of Enterprise

E-mail: [Isobel.Woods@wolverhampton.gov.uk](mailto:Isobel.Woods@wolverhampton.gov.uk)  
City of Wolverhampton Council