

# Victoria Street Traders update meeting, 28 June 2022

# Agenda and purpose of meeting...

1. Listen to concerns and develop solutions
2. Progress agreed actions and address the following issues set out by traders including:
  - Financial hardship relief
  - Business rates relief
  - BID payments relief
  - Two-three year plan for returning footfall to normal
  - Social media to boost presence
  - Plans for all works
  - Regular monthly meetings for updates ✓
4. Any other business?
- 5. Date and time of next meeting: Tuesday 26 July at 5.30pm

**Actions from previous meeting...**

# Westside Traders SubGroup Meeting

Key	
	Complete
	Action on track/On hold
	On-going
	Major issue/Overdue

## ACTION SHEET

Date of Meeting	Item	Issue	Update	Owners of actions	Deadline Date	BRAG Status
06.06.22		Review the proposed comparison period of financial hardship calculations to ensure a fair and equitable approach. Working with the advisor once appointed to agree a reasonable set of financial documents	16.06.22 Appointed business Advisor met with Billy, Owen and Des to talk though the financial information and agree approach. Isobel and Sam can update in meeting	Isobel Woods	<b>14 June</b>	Suggested complete
06.06.22		Check the tender to ensure that comparison periods can be changed easily without retendering and check with legal.  Traders to be informed of appointed Independent Financial Adviser	Reviewed, can be done and being actioned through the item above	Isobel Woods  Isobel Woods	<b>14 June</b>	Suggested complete
06/06/22		Traders to help businesses in the area to be aware of the Financial Health check being undertaken by the Business Advisor, and the relevant financial paperwork	A well-attended meeting was held 20.06.22 supported by traders	Traders	<b>20 June</b>	Suggested complete

06.06.22		Agree common understanding of what we are trying to achieve in terms of supporting increased footfall in the area.	For discussion at next meeting	ALL	<b>28 June</b>	Action on track
06.06.22		Review business rates hardship application process/form for rate relief and whether the current form is minimum requirement under law or can be streamlined.	Can be streamlined and fast-tracked directly by council – avoiding Valuation Office process Team are working with the new business advisor to look at using the information collected from the Health Check as a way of demonstrating loss during this time and simplify the process	Tracey Richards	<b>14 June</b>	Suggested complete
06.06.22		Traders to send formal requests to the Bid for the Bid Board to consider bid levy relief (Cllr Simkins declared an interest at this point as member of the bid board).	Traders and BID to update at the next meeting	Traders	<b>8 July</b>	Action on track
06.06.22		Share presentation and link to investment prospectus.	This has been done and the link to the Prospectus was contained within the presentation	Ian Fegan	<b>10 June</b>	Suggested complete
06.06.22		Communications to piggyback on forthcoming events to promote the message that Victoria Street will still open for business, including temporary signage to direct visitors.	Update is a substantive agenda item	Richard Wyatt	<b>28 June</b>	Action on track
06.06.22		Liaise with Commonwealth Games OC to see if there is any merchandise or materials <a href="#">e.g.</a> posters/t-shirts that can be ordered for local businesses.	Commonwealth Games Organising Committee team contacted. No free merchandise and only officially sanctioned CWG branded materials can be used which can be purchased online	Shelley Smith	<b>28 June</b>	Suggested complete

06.06.22		Look at opportunities to dress empty units in the vicinity with City or Commonwealth Games branding. Consider artists to use space.?	Spoken to Hannah Taylor at Asylum Art Gallery who is going to come up with some ideas about possible art installations or backlit video	BID/Council	<b>28 June</b>	Action on track
06.06.22		Traders to come to next meeting with their ideas on how £20k budget can be spent on events/type of events they think will generate footfall.	Update at next meeting	Traders	<b>28 June</b>	Action on track
06.06.22		Develop artwork for a shop local Victoria Street branded digital campaign to support footfall for local businesses.	Update is a substantive agenda item	Richard Wyatt	<b>28 June</b>	Action on track
06.06.22		<u>Eurovia</u> and Project Manager to visit premises affected by uneven threshold paving and damaged shutters and address.	Latest update is included within the presentation slide deck from <u>Eurovia</u>	Ruth Taylor/ Mark Nicholls	<b>10 June</b>	Suggested complete
06.06.22		Conduct further discussions with traders regarding parking issues to identify parking solutions. Permits to be issued to businesses for loading / deliveries.	Proposed approach: Dispensation for Loading & Unloading - 20 minutes maximum loading period to apply, no return within 1 hour. Vehicle must not obstruct the flow of traffic or pedestrians / pavements / crossing or access to any other business premises.	John Roseblade/City Transport	<b>28 June/ 18 June</b>	Action on track
06.06.22		Establish date of Bell Street taxi rank/bay opening.	The lines are in - just waiting for update on delivery and installation of the compliant signage	Mark Nicholls	<b>28 June</b>	Action on track
06.06.22		Examine opportunities for paid advertising, social media including development of hashtag as part of a wider campaign.	Update is a substantive agenda item	Richard Wyatt		Action on track
06.06.22		Pavement licence applications forms for tables and chairs on the highway to be sent out to interested businesses	Applications sent to businesses who expressed interest.	Ruth Taylor	<b>13 June</b>	Suggested complete

**Progress updates on issues...**

## Financial hardship relief update...

- Business Advisor and team have been appointed
- Met with members of the sub-group and agreed financial information and comparison timeline for the health check would be nine months before the works with the nine months of the works.
- Wider discussions about trading positions pre-covid to be progressed
- Met with businesses from the area to introduce the Advisor and his team, and share the financial information which the team will be looking for
- Work is underway engaging with the businesses in the Westside area.

## Business Rates relief update...

- Streamlined application process
- Will be fast-tracked by council
- Team are working with the advisor to use the information collected from the Health Check as a way of demonstrating a loss during period



## Plan for returning footfall to normal - events

- LSD Promotions, the approved markets operator in the city, have the site plans and are considering them. We are awaiting feedback before opening up further discussions with other operators.
- Digbeth Dining Club are interested in running events in this space. They are looking for a city centre site to run with their 'markets model' similar to events they are running at The Waterfront in Brierley Hill and are keen to get 2 or 3 dates in the diary.

# Commonwealth Games Festival Site

Festival Site in Old Market Square from 9.30am to 6pm on 4<sup>th</sup> August is a prime viewing position for non-ticketed spectators to watch the race

Festival site includes:

- Large screen
- Seating
- Live entertainment
- Commentary from sporting legends
- 'Have a go' cycling activities
- Information stands
- Food and beverage
- Face painting
- Children's rides



CITY OF  
**WOLVERHAMPTON**



Queens Baton Relay route on 24<sup>th</sup> July has now been announced and will travel down:

- **School Street**
- **Skinner Street**
- **Victoria Street**
- **Bell Street**
- **Cleveland Street**

# Merchandising Update

- Unfortunately, local businesses are unable to purchase dressing items unless they were a commercial sponsor.
- Merchandise is available to purchase online: <https://shop.birmingham2022.com/>
- Local businesses can use the 'business as usual' colours to decorate their shop fronts or get plain bunting made but this cannot use the Birmingham Logo or have Commonwealth Games or Birmingham 2022 wording or branding on due to strict brand guidelines.

## BUSINESS AS USUAL

There are two key areas where Business as Usual will apply: planting and lighting. Both options could help you establish your Look at minimal cost.

Birmingham 2022 Commonwealth Games colours present an intense energy and a hopeful, optimistic and youthful outlook on the world that embraces the new.

These are the colours that make up our primary identity and can be used as the backbone of the choices you make to dress your area. The range provides a great deal of flexibility in how colour can be applied to help create impact and grab attention.

	URBAN GREY	SABBATH BLACK	CANAL BLUE	CHASE GREEN	JQ GOLD	BALTI ORANGE	BOURNVILLE RED	LICKEY LILAC	MOSELEY MAUVE	SALMON PINK
<b>PANTONE</b>	 COOL GRAY 1 U	 BLACK 6U	 2985 U	 382 U	 7404 U	 166 U	 2347 U	 213 U	 2597 U	 486 U
<b>CMYK</b>	 C0 M0 Y0 K15	 C0 M0 Y0 K100	 C70 M0 Y5 K0	 C45 M0 Y100 K0	 C0 M15 Y100 K0	 C0 M65 Y100 K0	 C0 M89 Y100 K0	 C0 M90 Y0 K0	 C60 M77 Y0 K0	 C0 M60 Y60 K0
<b>RGB</b>	 R227 G227 B227	 R0 G0 B0	 R0 G182 B248	 R206 G223 B0	 R255 G230 B0	 R255 G157 B026	 R255 G027 B018	 R234 G039 B194	 R114 G077 B214	 R255 G125 B123

# Social media to boost presence – shop local Victoria St campaign

- Revised 'Still Open for Business' branding campaign covering Victoria Street, School Street and Salop Street
- Social media campaign to be launched on Independents' Day UK – weekend of Saturday July 2 and Sunday July 3 using #ukindie day #shoplocal
- Mailout to 18,000 residents about Independents' Day and the affected businesses in residents newsletter on Friday July 1.
- Working with BID to revisit 'Spotlight on Businesses' features
- All city events comms to include 'Still Open for Business' messages

[Wolves Council](#)  @WolvesCouncil · Jun 4

  OPEN FOR BUSINESS: Out shopping in the city centre this long Platinum Jubilee weekend? Remember shops in Victoria St, Salop St School St are still trading while transformation works take place.  
[#shoplocal](#)

Scheme info  [orlo.uk/q5qdk](https://orlo.uk/q5qdk)  
[#investwolves](#)



# New signage



Four big scheme information boards about the public realm works in the west side of the city centre in position at either end of Victoria Street.

# Construction update sent out by Eurovia, 24<sup>th</sup> June

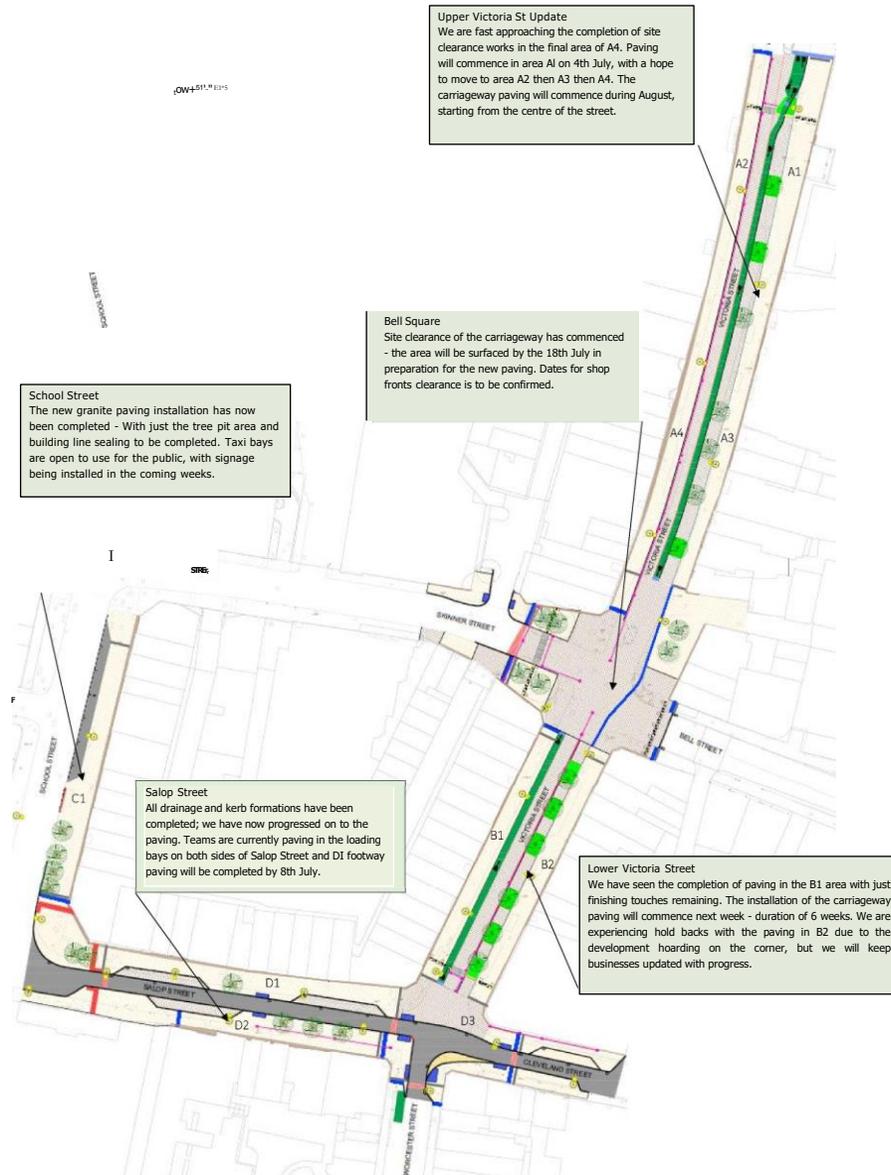
Phase 1 Construction update

## School Street

The new granite paving installation has now been completed, with just the tree pit and building line sealing to be completed. Taxi bays are open for use by the public, with signage being installed in the coming weeks.

## Salop Street

All drainage and kerb formations have been completed. We have now progressed onto paving. Teams are currently paving in the bays on both sides of Salop Street, and paving in area D1 will be complete by 8<sup>th</sup> July.



## Upper Victoria St Update

We are fast approaching the completion of site clearance works in the final area of A4. Paving will commence in area A1 from 4<sup>th</sup> July, with a view to move to areas A2, A3 then A4. The carriageway paving will commence during August, starting from the centre of the street.

## 'Bell Square'

Site clearance of the carriageway has commenced – the area will be surfaced by 18<sup>th</sup> July in preparation for the new paving. Dates for shop fronts to be confirmed.

## Lower Victoria Street

We have seen the completion of the paving in area B1 with just the finishing touches remaining. The installation of carriageway paving will commence next week – duration 6 weeks. We are experiencing hold backs in area B2 due to the development hoarding on the corner, but we will keep businesses updated with progress.

## Regular monthly meetings for updates...



Meeting dates confirmed, starting 5.30pm:

- Tuesday 26 July
- Monday 22 August
- Wednesday 21 September
- Tuesday 19 October
- Tuesday 15 November
- Thursday 15 December