



Kim Gilmour

## City Centre Manager's Update

Work is progressing well on setting up our stakeholder groups which bring together the public and private sector to find ways of tackling issues that can improve Wolverhampton City Centre. Details on progress on the Marketing, Environment, and Food & Drink groups are on the centre pages.

An overall Business Plan has been drafted for approval at our April Board meeting. In the meantime action plans from all the groups have been drawn up and will keep us very busy for a long time to come!

We will also be undertaking a City Centre Health Check in the spring so we can find out what a wider cross section of the City Centre users feel are the key positive and negative points. If you want to take part, the Health Check will be online in May.

See [www.wolverhamptonccc.co.uk](http://www.wolverhamptonccc.co.uk) for further information on WCCC's work.

## Businesses join City Centre Company to revitalise Wolverhampton

An open meeting held in January by the City Centre Company attracted over 40 people, all eager to hear what plans were afoot to promote the City Centre. Policing policy and plans for Christmas 2009 were discussed, in addition to an update by Wolverhampton City Council's Steve Boyes, Director for Sustainable Communities, on the Summer Row and Interchange developments.

City Centre Manager, Kim Gilmour said: "We had a tremendous turn out with both large and independent retailers, hoteliers and other businesses all keen to learn more about what is happening in the city centre both on a day to day level and in the future."

"Meetings will be held three to four times a year when we have some important issues to communicate in order to engage with as many businesses as possible."

## Next Open Meeting: 20 year Vision for City Centre

**The next open meeting is on Thursday 14th May at the Light House Media Centre, Chubb Buildings, Fryer Street, from 4.00 to 6.00pm.**

Topics of discussion will include the 20-year vision for the regeneration of Wolverhampton including key sites in the City Centre by Stephen Catchpole, Chief Executive of the Wolverhampton Development Company.

Also under the spotlight will be vacant units, street safety, improving the day and night time economy of the city and Christmas 2009.

Why not come along and have your say on important issues which affect you and your customers? We all need to work together to revitalise the City Centre - now's your chance to make a difference.

Any retailers/businesses wanting to attend should contact Marianne Carter at Wolverhampton City Centre Company on 01902 551077 or email [wccc@wolverhamptonccc.co.uk](mailto:wccc@wolverhamptonccc.co.uk).



Light House Media Centre, Wolverhampton

Produced by:

# Making Wolverhampton Wonderful

A new group of key players have agreed to work with Wolverhampton City Centre Company to help make Wolverhampton a vibrant and appealing place to visit.



Jo Benyon

The City Centre Marketing Partnership (CCMP) held its first meeting and immediately agreed to find ways of working together to promote the diverse offer of retail, leisure, cultural, pubs, clubs and restaurants within City Centre.

Members of the group include the Wulfrun Centre, Civic Hall, Grand Theatre, Art Gallery, Express & Star, City of Wolverhampton College, University of Wolverhampton, Wolverhampton City Council, Mander Centre, Beacon Radio, Wolf Radio, Novotel, Centro, Light House Media Centre, City Centre Churches Engaged and Wolves FC.

Chaired by Jo Benyon of LCP Properties, owners of the Wulfrun Centre, the group agreed strong branding, improved perception and pride, a varied events calendar, developing web site links and joint promotional offers were all important.

"We feel that Wolverhampton has a very special mix of shops and leisure elements and that more can be gained from working together on a range of short and long term issues such as promoting safe car parks and developing a 'Making Wolverhampton Wonderful' campaign." said Jo.

## KEEP IT SAFE!

From December 2008 until the end of March 2009 we have seen extra police, enforcement and environmental officers within the City Centre undertaking a 'Keep it Safe' campaign.



A partnership between the Primary Care Trust, Wolverhampton City Council, Wolverhampton City Centre Company, Street Pastors and private businesses, the campaign successfully improved the safety and security of the city centre.

Keep it Safe has tackled alcohol misuse - and its consequences - through practical actions including an increased police presence, roving street ambassadors, 'Safe Havens' for revellers and an information campaign to encourage young people in particular to enjoy themselves responsibly.

One of the main objectives of the campaign was to reassure visitors that Wolverhampton is a place to have fun in safety concentrating on Thursday, Friday and Saturday nights.

The City Council supported the campaign by co-ordinating its licensing and public protection services; multi agency visits resulted in action against irresponsible traders selling alcohol to under-18s or to people already intoxicated.

It was clear from the start that the campaign couldn't succeed without the help of the city's Pubwatch group. Organised by Wolverhampton City Centre Company the group kept licensees up to date with the campaign and offered additional staff training specific to the campaign. Pub and club managers, bar staff and door staff all responded enthusiastically.

Becky Ross-Plummer chair of the Pubwatch group said: "We really noticed a difference over the campaign; there were lots of people out and about and yet very few incidents. Door staff and publicans were able to direct people to the safe havens and the increase in policing added an additional level of reassurance. All in all it was a great success and we hope it is repeated in the future along with initiatives such as Taxi Marshalling schemes to help create a more enjoyable experience for everyone visiting the City Centre".

The city's voluntary sector has also supported the campaign with the Wolverhampton's Street Pastors working as independent Street Ambassadors, offering visitors and revellers help, comfort and advice.

Wolverhampton City Primary Care Trust were the main funders of the campaign and have confirmed that Accident & Emergency figures for Phase 1 of the campaign showed a decrease of 5% in A&E admissions and on New Year's Eve alone a 35% decrease. The Ambulance Service had a 14% decrease on call outs compared to the same time last year and used the medical triage unit to treat individuals who did not need to be seen at A&E.

## Improved Radio Link Will Benefit City Centre



**The Radio Link Scheme provides businesses, Police and the Local Authority with an excellent tool to assist crime prevention and reduction, offender prosecution and the recovery of stolen property.**

Wolverhampton was one of the first towns in the UK back in 1997 to set up a Radio Link System with the support of West Midlands Police.

In order to put Wolverhampton back 'on the map' and keep up with technology the City Centre Company Ltd has set up a Radio Link Steering Group to look at improving the service.

The Group which has representation from licensing, retail, police, traffic control, University of Wolverhampton and Carillion plc is aiming to re-launch the scheme during 2009.

The Group want to see an improved system offering better reception, more control features, value for money, an excellent service and good quality radios for better communication and intelligence sharing.

If you would like to know more about the new radio system please contact Lucy Bickley on 01902 551074.

## STRATEGIC ENVIRONMENT ACCESS & SAFETY GROUP

**A strategic group has been set up to look at key issues across the city centre which affect community safety, the public realm, transport, access and parking.**

Chaired by Wolverhampton City Council's Steve Boyes, Director for Sustainable Communities the group includes West Midlands Police, Centro and local businesses.

The group will be looking at longer term strategic policies that affect the day and night time economy such as policing, how empty shops can be improved and bought back into use and improving public perceptions about safety in the city centre.

## MANDER CENTRE MANAGER OUR 'CHAMPION'

Wolverhampton-born Graham Evans, who has been manager of the Mander Centre in Wolverhampton for over 20 years, was shortlisted for 'Champion of the Year' award at the annual Association of Town Centre Management (ATCM) awards in March.

Graham was instrumental in setting up several key business and community development schemes within Wolverhampton and played a crucial part in the conception of the Wolverhampton City Centre Company in 2002.

Graham is also heavily involved in the 'Partners in Progress' scheme hosting an annual lunch where all three Wolverhampton MPs are invited to discuss current issues.

Kim Gilmour, Wolverhampton City Centre Manager, who nominated Graham for the award, said: "Graham works tirelessly to make things happen and helps shape the city's future by working closely with partners. He is not only a successful shopping centre manager with a keen interest he is also a fantastic ambassador for the city of Wolverhampton."

Graham said: "It was an honour to be nominated and I am thrilled to have got this far in the running."



Graham Evans

## CHURCHES UNITE IN CITY CENTRE

**Wolverhampton has several beautiful churches in and around the City Centre. St Peter's, St John's, St Chad and St Mark's and All Saints' along with Roman Catholic and Methodist churches have all been celebrating one of the most religious festivals in the Christian calendar - Easter.**



St Peter's Church

Reverend Olwen Smith leader of the City Centre Churches Engaged group (CCCE) said: "Christians believe that although on Good Friday Jesus was crucified, on Easter Sunday God raised him from the dead. This is a message of hope for the world - that God's love is bigger than all the difficulties and struggles of our lives: bigger than death itself. So if that's not worth celebrating, nothing is!"

Under the banner of CCCE churches in the City Centre come together to share knowledge and promote the work that churches do in the city centre particularly around supporting the homeless, and the Street Pastors initiative and pastoral care for those that work here. CCCE is an active group that has representation on many forums to ensure that these groups have faith representation.

See [www.wulfruna.org.uk](http://www.wulfruna.org.uk) for further information

## New Partnership Launched To Promote Food & Drink Venues



A new partnership has been launched to bring food and drink operators together to undertake events and initiatives to encourage more people to enjoy the City Centre's bars and restaurants.

Led by Wolverhampton City Centre Company, the Wolverhampton Food & Drink Partnership includes many of the main restaurants and bars as well as City of Wolverhampton College and the City Council's tourism and regeneration and environment units.

Kim Gilmour, City Centre Manager who chaired the first event said: "We had an excellent turn out and it was agreed that a city that has vitality and a nice atmosphere will attract more people and more businesses, which will in turn improve the offer and attract more people."

The group went on to discuss the barriers to attracting more people and how these could be overcome. Positive ideas included promoting venues via a directory and web site; sharing information, good practice and purchasing opportunities and working together on promotions and themed events.

## Did you know?

- Wolverhampton is the only City in the Black Country and has a population of over 200,000 (2001 census).
- An estimated 30m people live within a 2 hour drive.
- The City has six major live music, entertainment and art venues - the Civic and Wulfrun Halls, Little Civic, Grand and Arena Theatres and Wolverhampton Art Gallery.
- The City has around 20,000 students studying at the University of Wolverhampton and the City of Wolverhampton campuses.
- The City Centre is around 1.8m sq ft of which around 1.5m sq ft is retail, 150,000 sq ft is leisure, restaurants, pubs and hotels, and 160,000 sq ft is offices mainly business and professional services.
- The City attracts over a million leisure visitors a year and there are over 30 million visitors a year through the Mander and Wulfrun Centres.



Wolverhampton City Centre

## What's New!

**Victoria Hall** - the £37m landmark 25-storey student apartment block is rapidly rising to accommodate around 700 students from the autumn this year.

**Lichfield Street** - Watkin Jones is also completing student accommodation opposite the Grand Theatre with shop units at street level.

**Soprano's** - in Princess Street, this new Italian restaurant is serving take away drinks, pasta and pizza. Future plans include an upstairs restaurant and lounge bar.

**Diamond Banqueting Suite** - the renovation of the former 1930's Odeon Cinema in Skinner Street is underway, retaining many of the interior and exterior features of this Art Deco building. The venue will be capable of holding weddings and similar functions of up to 1000 people.

**Youth Cafe** - a long awaited facility on Lichfield Street for the young people of Wolverhampton. Watch this space, should be ready early summer.

**Simply Eat** - "Food to make you smile" - with the warmer weather approaching you can enjoy a light bite sitting outside on Queen Street. Simply Eat also do outside Catering.

**New Spice Balti** - School Street, stylish new Indian restaurant opening soon.

**Bamboo** - new hairdresser's has opened at 23 Darlington Street near to Don Salvos.

**Farmers Markets** - these return to Dudley Street on the first Friday of every month.



Victoria Hall

## What's Going On...

### Celebrate St George's Day 2009

A series of events will be taking place across the city from Thursday 23rd to Saturday 24th April in honour of England's Patron Saint. Dudley Street, Wolverhampton Art Gallery and Civic Hall will all be hosting themed activities to mark the tale of St. George.

### Floral City

Wolverhampton received its first Gold Award in the prestigious Heart of England in Bloom awards last year and the 2009 Campaign has just been launched. Judging will be in July but there are lots of ways the community and businesses can get involved. Find out more on [www.wolverhampton.gov.uk/floracity](http://www.wolverhampton.gov.uk/floracity)

### What's On Where

The new issue covering council supported live music, film, theatre, art, workshops, family/outdoor events and sports from April - June 09 is now available, via the Visitor Information Centre, Emma Cleary (01902 551069, [emma.cleary@wolverhampton.gov.uk](mailto:emma.cleary@wolverhampton.gov.uk)) or see [www.wolverhampton.gov.uk/whatson](http://www.wolverhampton.gov.uk/whatson)

### Andy Warhol - Window Displays

To coincide with the exciting Andy Warhol exhibition at Wolverhampton Art Gallery, fashion and music retailers are invited to produce Warhol inspired merchandise/window displays. The gallery will provide graphics and images and you need to come up with visually exciting displays inspired by the exhibition, using your summer collections. Contact Kate Spragg on 01902 552 040 or [kate.spragg@wolverhampton.gov.uk](mailto:kate.spragg@wolverhampton.gov.uk)



## Just a few of the Highlights...

**English Touring Opera** - 20th and 21st April - Grand Theatre

**McFly** - 21st April - Civic Hall

**Rob Brydon** - 23rd April - Grand Theatre

**Alesha Dixon** - 2nd May - Wulfrun Hall

**Derren Brown** - 5th & 6th May - Grand Theatre \* SOLD OUT \*

**Cabaret** - 1st to 6th June - Grand Theatre

**Jimmy Carr** - 6th and 26th June - Civic Hall

**Lenny Kravitz** - 26th June - Civic Hall

**Joseph and the Amazing Technicolor Dream Coat** - 30th June to 5th July

**Andy Warhol Artist Room Art Gallery** - until September 2009



Kim



Lucy



Marianne

## For further information contact:

Kim Gilmour, Lucy Bickley or Marianne Carter

Wolverhampton City Centre Company Tel: **01902 551077**

Email: [wccc@wolverhamptonccc.co.uk](mailto:wccc@wolverhamptonccc.co.uk) or visit: [www.wolverhamptonccc.co.uk](http://www.wolverhamptonccc.co.uk)

**Wolverhampton City Centre Company** is an independent, proactive organisation working strategically and operationally with partners to identify and address key issues to improve the marketing, environment, safety and economy of the City Centre. Through a Board, an Executive Group, Stakeholder Groups and our Associate Membership Scheme, WCCC works with a large number of private businesses representing the 'Voice of the City Centre'. WCCC is funded by the public and private sector including Wolverhampton City Council and key organisations like the Mander and Wulfrun Centres, Sainsbury's, Boots and the University of Wolverhampton.