

WCCC PROJECTS & ACHIEVEMENTS

| Achievement | How | Outcome |
|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Improved Footfall | <ul style="list-style-type: none"> • Brought partners and funding together • Media campaigns, web sites, window graphics & events <ul style="list-style-type: none"> ➢ Sunday Trading Campaign ➢ Cohesive Christmas Campaign ➢ Capture the Moment ➢ CityStyle Fashion Show & Beauty ➢ Food & Drink Guide ➢ Curry Capital | <ul style="list-style-type: none"> • Brings resources together and manages projects for partners • Positive media coverage • Improved perceptions • Better working relationships • Desire to do more joint campaigns • Engaged with public via promotions • Generated revenue and footfall for businesses |
| Tackling Empty Shops & Improving Environment | <ul style="list-style-type: none"> • Developed Empty Unit Strategy • Managed all of DCLG Empty Shops Grant • Worked with property owners, local traders, community and third sector • Defined core area and 'true' vacancy rate • Positive media campaign • Published Best Practice Guide • Monitoring/action on environmental issues | <ul style="list-style-type: none"> • 30% of shops improved • Window graphics and hoardings • 3 shops opened for community projects • Numerous temporary occupiers in shopping centres • Improved environment and perceptions • Showcased shops have now been let • Two Clean City days – multi agency |
| Reduced Business Crime & Improved Community Safety | <ul style="list-style-type: none"> • Radio Link System customer base growing • Set up ShopWatch and Security Champions • Produces regular offender target books • Close liaison with police/retailers • Set up PubWatch and DoorWatch • Supports Keep it Safe and other safety campaigns by engaging with pubs/clubs etc | <ul style="list-style-type: none"> • Business Crime Partnership improved • Theft from shops decreasing • Better coverage and service to users • Membership and income increasing • Improved communication between police, retailers, security guards and door supervisors • Violent Crime decreasing |
| Improved Perception of City | <ul style="list-style-type: none"> • Positive PR • New web site dedicated to city centre • First on line shopping directory • Represents City at Exhibitions/Events/Meetings | <ul style="list-style-type: none"> • Pride in City Centre increased by 10%* • Greater awareness of city centre offer • Positive media coverage • Increasing hits on web site |
| Reduced Anti-Social Behaviour in St Peters' Gardens | <ul style="list-style-type: none"> • Raised issue with police and council • Encouraged business to give statements to ASB unit – meetings and one to ones • Identified need for 'alcohol free zone' signs and persisted until signs erected • Located and moved dome-hawk camera • Produced 'How to report ASB' leaflet | <ul style="list-style-type: none"> • Facilitated meetings and communication between police, businesses and ASB unit • Considerable reduction in complaints from businesses • Virtually no ASB in that area • Nicer atmosphere for visitors • Reduction in police incidents |

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| Business Engagement | <ul style="list-style-type: none"> • Public and private sector stakeholder • Proactive and reactive meetings/one to ones • Issues raised are actioned and monitored • Provides database of businesses for consultations by other agencies • Key issues relocation of market, progress on Summer Row | <ul style="list-style-type: none"> • Engages with key players and a representative sample of other city centre businesses – proactive and reactive • Communication between public and private sector improved • Greater understanding of issues and joint approach to solutions |
| Improving Access | <ul style="list-style-type: none"> • Brings together businesses, council, developers, transport operators • Key issues car parking, closure of bus station, road works | <ul style="list-style-type: none"> • Raised issue of loss of trade with council and transport authorities • Facilitated first meetings with Queen St traders • Issues resolved e.g. Promotional leaflet with National Express |
| Reducing Presence of Beggars | <ul style="list-style-type: none"> • Media and poster campaign • Liaison with police, wardens and homeless agencies • Work with Big Issue organisers | <ul style="list-style-type: none"> • Extensive PR coverage • Numbers of beggars reduced • Number of big issue pitches reduced • Continued working with police and wardens |
| Encouraging Inward Investment | <ul style="list-style-type: none"> • Provides information and advice for new businesses • Works closely with economic development/regeneration bodies, Chamber of Commerce and property investors, developers and agents | <ul style="list-style-type: none"> • No of referrals from WCC increasing • Provides information and advice • Involved in development of grants suite • Meets new investors • Rate of shop openings increasing |
| Improving status City Centre | <ul style="list-style-type: none"> • Developed City Centre HealthCheck • Continually raises city centre issues at strategic level e.g. economic, partnership and safety partnerships • Ensures city centre is seen as a hub and a showcase for the wider city • Meets MP's, businesses and stakeholders | <ul style="list-style-type: none"> • Information shared to influence strategies • Represents views of city centre visitors and traders on LSP, economic forum, safety partnerships etc • City centre issues are more regularly on agendas e.g. Local Strategic Partnership, Economic Strategy, Area Action Plan |

*WCCC City Centre Health Check 2009 compared to 2010