



April 2025

Bilston Business Improvement District (BID) Annual Statement - 2024 - 2025

Dear Business, you are receiving this levy invoice because you are an eligible business within the Bilston Business Improvement District (BID) area. Bilston BID Ltd delivers all the activities of the BID and operates under the brand 'Discover Bilston' as a business led partnership, independent of the City Council. Its sole purpose is making improvements and enhancements that were identified as important by you, our businesses. The work of the BID places the Town Centre in the best possible position by responding to opportunities and challenges and has the towns prosperity at the heart of everything it delivers.

Primarily funded through its annual levy income, Bilston BID also attracts additional income via grants and partnership working. This statement provides an overview of how we have used the levy against our four key objectives and sets out our budget allocations against each objective for the next financial year.

Looking at Year 5 of our Second 5-year term (1st April 2025 to 31st March 2026)

The total BID levy income due to Bilston BID LTD for 2024-25 is expected to be £198,384 from 355 businesses.

A safer Town

- CCTV Public Surveillance continues to be hosted via Wolverhampton Homes.
- Through the link Radios we maintain a strong dialogue with over 30 businesses ensuring timely intelligence sharing across Police, PCSO's and the BID.
- Overnight security patrols cover all the BID area, from Morrisons to the Bilston library and all areas in-between. Patrols take place 2/3 times per evening.
- Pub Watch meetings enable landlords to share information and reduce anti-social behaviour.
- Joint venture with West Midlands Police & City Council to deter beggars from the town centre continues to be successful.
- Monthly meetings between BID Manager and Police.

Marketing, Promotions and Events.

- Our events programme and associated marketing campaigns continued to thrive, we continue to create the Discover Bilston Magazine each quarter. Each magazine focuses on a specific
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sector such as home & garden, hair and beauty or Night-time economy to name a few. Each business within the sector is invited to have a free advert to showcase their products and services, with copies going out to 60,000 homes.

- The Discover Bilston App is available to download on your mobile phone; this will allow visitors to access a list of products and services within the BID area. Retailers can upload offers and promote their business far and wide.

- In February we host “I love Bilston day” where shoppers are entertained by the Neil Jackson Roadshow and tell us what they love about Bilston.

- A firm favourite with all the family continued to be the Easter Egg Hunt, this took place over the Easter Bank Holiday weekend. Businesses joined in hosting clues for the annual event where children can claim a free easter egg / gift.

- Black country Day celebrated everything we love about our town. Entertainment included Black country Brass to liven up our Saturday morning with a tune or two, plus comedy girl guides causing chaos wherever they went.

- St Georges Day, we hosted a charity market with Morris Dancers and a fire breathing dragon, fun for all the family, young and old.

August, we welcomed the dinosaurs back into the town with a roar-ing success. This continued over 2 sunny days where families discovered fun facts about our prehistoric friends, took selfies and carried out an archaeological dig.

- October saw the return of the Trek and Treat event return to Bilston, Children of all ages dressed up to celebrate and collect a free spooky gift.

- Bilston hosted the annual Christmas light switch on. The BID jointly organised this event with WCC events team and paid for the Christmas lights to be installed throughout the BID area and organised Christmas craft stalls.

Accessibility and Parking.

- The BID continued to support free parking for Bilston Town centre as our unique selling point to shoppers.

- New parking lines have been drawn in Church Street; this means parking is restricted to 2 hours and more availability for parking, drop off's and loading during peak times.

Backing Businesses.

- Effectively sharing business's promotions and offers to as wide an audience as possible via our Bilston Town Centre Facebook page.

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- First Aid training sessions, with certificates issued to participants.
- Business Of The week- Businesses are invited to have a weekly focus on their business via social media promotions.
- Social media Training Courses, free for businesses to attend.
- Maintaining a strong voice at forums including Towns funds Board to secure significant government funding for the town centre.
- The Discover Bilston App showcases businesses and their offers.
<https://www.discoverapp.co.uk/>

Town Centre Improvement

- Several funding announcements have recently been revealed by the government, which will see improvements to the town centre and outlying areas. Unfortunately, this has caused some disruption with the Markets being relocated in Church Street, High Street & Bert Turner Boulevard. The new look market space should be ready around November 2025.

As well as the £6m earmarked for a new outdoor market, there is also a further £20m towards a new Health & Well Being Hub and most recently, another £20m to be spent over 10 years on three themes: Safety & Security, Transport & Connectivity and High Streets, Heritage and Regeneration.

The BID Manager is very much involved in all these schemes, working closely with other stakeholders, to ensure that the town gets the maximum value for money from each project.

Bilston BID Board of Directors The current voluntary Board of Directors for Bilston BID Ltd are.

Atma Ojelay – Midland Domestic Appliances

Jon Tolley – Sir Henry Newbolt

Jag Sandhu – Bilston Market

Jodie Cwikla Watson – Past & Present Domestic Appliances

Steve Barrett – Barton Storage

Estelle Hill – Café Metro

Simon Lucas - Wolverhampton City Council

Sgt Robert Pritchard -West Midlands Police

Joanne Huntbatch- Bilston Markets.

Financial report- 2024-2025

Opening balance as of - 12/02/25

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Opening Balance	
Balance at 18/02/25	£83,794.39
Income 12/02/23 -18/02/25	
Other income	£538.12
BID Levy Income	£225,339.69
Total Income	£225,877.81
Expenditure	
Events	£22,517.20
Promotions & Marketing	£52,270.61
Town Centre Security	£23,949.62
Staff	£26,931.50
Office & IT Support	£2,260.77
Backing Business	£4,041.00
Charitable Donations	25.00
Insurance	£744.94
Travel Costs & Expenses	£99.27
Collection Costs	£7542.38
Professional fees	£1701, 13
Other	£0
Total Expenditure	£142,083.42

The BID Manager Amy Whitehouse can be contacted at amy@discoverbilston.co.uk