

operation•sparkle
[definition]

1. A major BID initiative to help clean up and brighten Stoke-on-Trent City Centre

NEW FOR 2022

**BUSINESS
VISUAL
IMPROVEMENT
FUND**

Now available for City Centre Businesses



A GUIDE FOR CITY CENTRE BUSINESSES



STOKE-ON-TRENT
CITY CENTRE
BID
A BUSINESS ALLIANCE



hello@stokeontrentbid.co.uk
www.stokeontrentcitycentre.co.uk

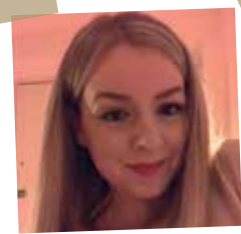
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07494 118615

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07944 210426



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Qamar Sohail
Street Ambassador

07944 210427

The BID 2022 Operation Sparkle Advocate: Qamar Sohail

Qamar is committed towards creating an inviting, clean and safe City Centre environment for both residents & visitors. Which is why the BID have invited Qamar to become the new face of Operation Sparkle!

'Operation sparkle is such an important initiative for the City Centre & encourages us all as a community to work together to ensure the town remains clean and tidy. The operation was a huge success last year with commitment from a many of the local business owners who worked hard to clean, tidy, and paint their shop fronts & areas. It's hugely impactful for our residents to enjoy a clean trading environment and ensures visitors are greeted with a clean, safe & attractive City Centre to enjoy which then leads to them returning'

How can Qamar Support you?

- ✓ Available for any queries local business have regarding Operation Sparkle
- ✓ Receiving & directing feedback from local businesses regarding areas of improvement
- ✓ Delivery of our Operation Sparkle communication to all local businesses
- ✓ Assistance and direction regarding the Business Visual Improvement Fund for 2022

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MORE ABOUT OPERATION SPARKLE

Operation Sparkle is an all-important project to considerably improve our City Centre.

The BID team has compiled a report of imagery and information which identifies all areas within the City Centre requiring improvement in terms of clearance of litter, fly tipping, graffiti removal, landscaping and more.

We have identified the actions that need to be taken on by either businesses themselves, local authority or us - the BID - to help improve the trading environment.

As residents, visitors and people who work in Stoke-on-Trent City Centre, we're all affected by the state of our local environment. We all need to play our part in maintaining or improving its standard. A clean, healthy environment is good for our City Centre and our local economy. It plays an important role in improving our wellbeing and it helps our businesses to be more successful - after all, wouldn't you prefer to shop, dine and be entertained in tidy, gleaming surroundings?

Eliminating litter and waste on our streets is an important part of this. Rubbish on our streets is a sign that people do not respect their local environment and it leads people to feel less safe in their communities.

Together we can make a HUGE difference - but we do need your support to make this a success. In the coming months, we want City Centre businesses to pledge to 'muck in for Operation Sparkle'.

It is important that all parties understand the significance of doing 'their bit' and working together towards one common goal. We expect all businesses to take personal responsibility for their surroundings. The BID will take on tasks that do not fall under either the local authority or a business's remit in the aim to clean up and improve our trading environment.

Read on to see how the smallest of tasks can bring about such monumental, positive change & what the support BID can provide.



WHAT DOES MY BUSINESS NEED TO DO?

Put simply, it would be excellent if you could complete the tasks listed on the daily, weekly and monthly to-do lists featured later on in this Operation Sparkle document, such as: Cleaning windows; giving the business exterior a lick of paint; litter picking around your premises; pressure washing in the vicinity around your business; and encouraging your business neighbours to get involved too.

Most of all, we need all City Centre businesses to back the project and recognise the part that every business must play in making our City Centre gleam.

The beauty of Operation Sparkle is that if every City Centre business gets involved and pitches in, keeping on top of small cleanliness and maintenance tasks, the work that will be required of you will be minimal. Consider appointing a member of staff to become a 'Sparkle Champion' (more on page 8) to help you accomplish this.

HOW CAN THE BID SUPPORT YOU?

The BID can support your business in the following ways:

- ✓ Provide equipment, free of charge, to assist you in keeping your business frontages clean and tidy if required. This is included, but not limited to: Jet-washers, paint and gloss, hanging baskets and more via our Business Visual Improvement Fund
- ✓ Provision of campaign materials to put in and around your place of work e.g. Operation Sparkle stickers/posters
- ✓ Provide an education seminar with Lead Director for Place Management, Julie Davies from BCRP - PABIS, to promote the all-important Operation Sparkle message
- ✓ A point of contact at the BID for you to liaise with to support your businesses efforts
- ✓ Street Ambassador support
- ✓ Promotion of your businesses efforts on the BID website and social media pages

STOKE-ON-TRENT
CITY CENTRE
BID
A BUSINESS ALLIANCE

NEW FOR 2022

BUSINESS VISUAL IMPROVEMENT FUND

Now available for City Centre Businesses

The Stoke-on-Trent City Centre Business Improvement District (BID) has set aside £15,000 for this financial year to contribute towards a selection of visual business project ideas that will have a positive impact in the BID area.

Awards in the amount of £300* (maximum) will be given to selected businesses. *Larger amounts may be considered if there is a compelling case.

All projects submitted must align with at least 3 of the BID's strategic aims and will be assessed against these aims when the applications for funding are awarded. Applications will only be accepted from those adding visual improvement and additionality to their existing businesses.

The applicant must present the 'extension / additionality to their existing project' within their application.

Who can apply?

Any City Centre businesses within the BID Levy Area, who have a genuine desire to improve their business frontage.

Examples of requests for funds would include (but not be limited to):

- ✓ New or improved shop signage
- ✓ Painting - building, frames, doors, etc.
- ✓ Boarding out or glass replacement of upstairs windows
- ✓ Hanging Baskets
- ✓ Deep cleaning (outside)
- ✓ Window wraps for closed businesses

To be eligible for the Stoke-on-Trent City Centre "BUSINESS VISUAL IMPROVEMENT" Fund, you must:

- ✓ Be providing a idea aimed at improving and enhancing Stoke-on-Trent City Centre
- ✓ Be based in England
- ✓ Be a registered organisation, community group, association, or an individual
- ✓ Ensure your idea is for the benefit of the city centre
- ✓ Be able to match fund larger projects financially or in kind (example: The BID will provide the paint, the business does the work).

Scan the QR code or visit the link below to take a look at our website for more details and how to apply.

www.stokeontrentcitycentre.co.uk/what-is-bid/bid-initiatives/operation-sparkle



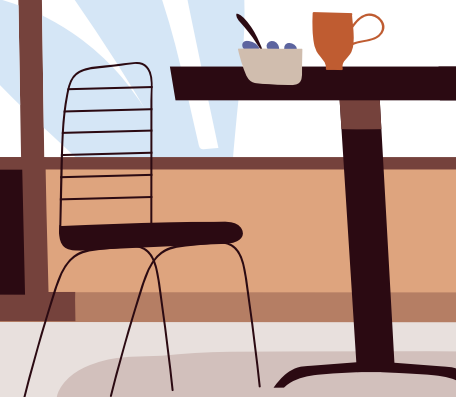
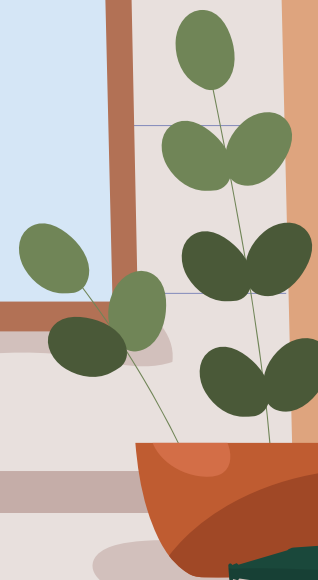
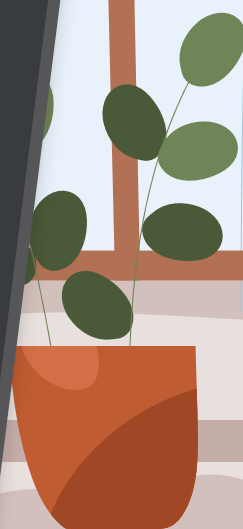
MEDIUM AND LARGE TASKS OPERATION SPARKLE AIMS TO ACHIEVE BY SPRING 2022

- **Peace Garden to be created and built to replace waste land on Marsh Street.**
Creating a space for people to reflect, unwind or meet with friends.
 - **Operation Sparkle Weekend** where businesses, their staff and the public are invited to do their 'bit for the community' and help clean up to improve their City Centre.
- Identified areas for Operation Sparkle Weekend:
- Replanting of the Planters on Piccadilly & Cheapside
 - City centre Public Realm Space Litter Picking
 - Indoor Market Area - Railings being painted
 - Planters near the main area of shopping centre to be replanted
 - Graffiti removal across various areas
 - Outdoor Painting across various areas
 - **Planters & Benches to be added to parliament square** creating a more welcoming space for people for visitors
 - **Hanging baskets & planters to be installed across several areas within the City Centre**, including Piccadilly, Cheapside, Parliament Square & around the indoor market
 - **Replacement of lockable trade bins on Pall Mall**
 - **City Centre litter picking** across various areas throughout the City Centre during Operation Sparkle Weekend
 - **The Face of Hanley Mosaic Artwork on Albion Square to be repaired**
 - **Installation of 'ballot bins' for cigarette butts** throughout the city centre
 - **Repair & painting of Blue Clock** - the blue clock was recently painted and is now currently being repaired



ADDITIONAL PROPOSALS THAT WE HOPE TO SEE COME INTO EFFECT LATER IN THE YEAR INCLUDE:

- **Installation of Fences & Gates** to be installed across various locations around the City Centre to ensure more derelict lower lit areas or alleys are locked & closed off as part of Safer Streets 2
- **Cleaning of the 'Old Meat Market' exterior** now occupied by Wetherspoon's & Waterstones
- **Road repairs, building work & planters introduced on Stafford Street**, which will hugely improve the area creating a safer cleaner environment.
- **Groundwork repairs on Piccadilly** with replacement paving to damaged areas
- **Removal of damaged fascias and overgrowth on Harveys Building, Parliament Square.**
- **Paving repairs and barrier removal at the Victoria Hall**
- **Removal or repair of telephone kiosks**



APPOINTING A SPARKLE CHAMPION!

It's probable that your workplace already has a First Aider and a Fire Marshall, so why not consider appointing a Sparkle Champion too within your business?

It is imperative that everyone in your team acknowledges the importance of keeping a clean and tidy environment but it may be helpful for you to have a representative or touch-point who can oversee all Operation Sparkle activities.

Please note this is a voluntary role (unless your business wishes to compensate) and therefore there is no obligation for an employee to take on the extra responsibility.

What qualities should your Sparkle Champion possess?

- ✓ Excellent work ethic
- ✓ Accountable
- ✓ Able to effectively delegate tasks
- ✓ A good attitude to encourage colleague's buy-in
- ✓ An interest in cleanliness, neighbourliness and green initiatives
- ✓ Passionate

What tasks should your Sparkle Champion be doing?

- ✓ Taking on, or delegating the tasks outlined in the daily, weekly and monthly to-do lists in this Operation Sparkle booklet
- ✓ Act as the BID's eyes and ears to help make the City Centre one of the cleanest and tidiest areas in Stoke-on-Trent and beyond
- ✓ Report environmental crimes such as fly-tipping and littering via Environmental Health
- ✓ Takes before, during and after images of Operation Sparkle tasks being completed
- ✓ Sharing progress on your business's social media channels

What support can the BID give Sparkle Champions?

- ✓ A training webinar with Julie Davies from BCRP-PABCIS, the Lead Director for the BID's priority of Place Management
- ✓ Daily support from our Street Ambassadors via telephone, email and site visits when COVID permits
- ✓ Use of equipment funded by the BID
- ✓ Regular zoom meetings with other Sparkle Champions in the BID area to discuss best practises and share ideas
- ✓ Advice on health and safety, risk assessments and preventative methods to reduce environmental crimes
- ✓ Providing equipment and materials for clean-ups, including litter pickers, brooms, gloves and bags
- ✓ Removing all agreed waste collected on community clean-ups
- ✓ Advice on supporting neighbours to keep their frontages tidy
- ✓ Advice on supporting local businesses to dispose of waste and recycling responsibly
- ✓ Sharing good news about successful clean-ups on social media
- ✓ Recognition and celebration of your Sparkle Champions through the BID's marketing channels

THE BIG SPRING CLEAN

21-22 MAY 2022

Join us for our Operation Sparkle Big City Centre Spring Clean!

We encourage all of our businesses & residents to support in a bid to clean up our City Centre. We need **YOUR** help with litter picking, graffiti removal, painting, and cleaning & in return the BID will be providing all of our volunteer's lunch & refreshments from one of our local independent restaurants.

The BID have identified areas that require attention and will be focusing on litter picking, graffiti removal and general cleaning and tidying, including:

- ✓ Replanting of the planters on Piccadilly & Cheapside
- ✓ City centre public realm space litter picking
- ✓ Indoor Market area - railings being painted
- ✓ Planters near the main area of shopping centre to be replanted
- ✓ Graffiti removal across various areas
- ✓ Outdoor painting across various areas

If you have any suggestions for areas across the City Centre that needs some TLC please drop your suggestions to hello@stokeontrentbid.co.uk and we will add this onto our list!

Join Our Facebook event here
www.facebook.com/events/1103962616836565



KEEPING SAFETY A PRIORITY WHILST DOING YOUR BIT

Stoke-on-Trent City Centre BID takes Health and Safety very seriously. Employees conducting cleaning duties to the business frontage, can be exposed to a number of easily avoidable hazards. This guidance has been produced to help identify these hazards, making their involvement safe. It should be followed by all your employees.

BEFORE

- ✓ Ensure that you conduct a risk assessment
- ✓ Ensure visibility is good and pick daylight hours to tidy your business frontage
- ✓ Ensure you have all the equipment you need
- ✓ Request equipment from the BID if necessary
- ✓ Check the weather and wear appropriate clothing

DURING

- ✓ Wear safety equipment if required; hi-vis jacket, gloves, strong shoes, etc.
- ✓ Always use a picker and gloves when collecting litter. Avoid direct contact
- ✓ Ensure there is a first aid kit and a first aider in the event of injury
- ✓ If you find a weapon, please secure it safely and contact Staffordshire Police on 111
- ✗ Do not pick up any needles or drug paraphernalia -report them to Environmental Health
- ✗ Do not attempt to remove dead or live animals. (If dead, report to Environmental Health. If alive, report to the RSPCA)
- ✗ Do not pick up any items that are not identifiable and could be deemed hazardous, for example, asbestos or chemical like battery acid. In these instances, report to Environmental Health
- ✗ Do not turn your back to traffic. Be aware of traffic at all times
- ✗ Do not overfill rubbish bags and avoid lifting heavy objects alone

AFTER

- ✓ Make sure to clean your hands thoroughly using wipes, gels or by washing
- ✓ Inform Stoke-on-Trent City Centre BID of any issues you may have encountered
- ✓ If necessary, return equipment to Stoke-on-Trent City Centre BID
- ✓ Feel free to send photographs and information to Stoke-on-Trent City Centre BID on hello@stokeontrentbid.co.uk for promotional purposes
- ✓ Feel really great about the positive changes you have made to your City Centre today and continue to keep on top of your businesses cleanliness!

ENVIRONMENTAL HEALTH
T: 01782 234234

RSPCA
T: 0300 1234 999

OPERATION SPARKLE CHAMPIONS!



THE POTTERIES CENTRE

The Potteries Centre on-site Environmental Services Team work throughout the day and evening to make sure the centre is spick and span, including their back of house delivery areas. Daily tasks include waste sorting, jet washing external areas and the safe management of their loading bay.

The BID was overwhelmed with the commitment the Potteries Centre team dedicated towards the Operation Sparkle weekend last year. The team were out in force litter picking, cleaning & tidying up the area and what a difference they made. This level of team work goes a huge way to ensuring our City Centre is a welcoming and clean space for us all to enjoy.

"We're pleased to have had the opportunity to support Stoke-on-Trent BID's Operation Sparkle back in 2021. There was a fantastic atmosphere as we all rolled up our sleeves to give Stoke a big spring clean."

We are excited to be taking part in the project again this year. We are proud to play our part in making our great City Centre the best it can be and look forward to seeing many Stokies' getting involved again and making it a real team effort.

It is important for us all to consider the part we have to play in keeping the City Centre a clean and welcoming environment for everyone."

Amy Whittaker,
General Manager of The Potteries Centre



BRASSINGTONS

Peter and Louise Brassington and all the staff at Brassington's Shoe Shop support Operation Sparkle and look forward to seeing everyone back in the City Centre.

Helping to keep pride in our working / shopping environment Operation Sparkle has got to be a good thing!

We back it because it's important to keep the town looking the best it can be to provide a positive experience for visitors.

Here's some of the regular tasks we complete to ensure the shop & shop frontage is looking clean and tidy:

- ✓ Keep the shop front tidy
- ✓ Keep the window frames and rendering painted
- ✓ Keep the windows cleaned once a week
- ✓ Make sure the window lights and the Neon Signs are on (one isn't working at the moment - but we are on it!)
- ✓ Make sure all the light fittings in the window work
- ✓ Change the window displays frequently
- ✓ Pick rubbish up from outside the shop



RECOMMENDED LOCAL SERVICES

Fancy something a little bit different to really set your business apart?

The team at **We Are Culla**, located on Piccadilly, are available for a wide variety of creative tasks such as custom signage, vinyl fitting, internal paintings and murals – no job is too big!

Through work in the private and public sectors, their aim is to alter the negative perceptions of graffiti and street art through quality murals and other painted commissions and projects that engage businesses and communities. From gathering safety equipment, materials and machinery, We Are Culla have the contacts and experience to take care of it all.

51-53 Piccadilly - 01782 879988 - info@weareculla.com - weareculla.com



CLEANING SERVICES

Minster Cleaning Services
ST1 3LB
01782 219400
staffs@minstercleaning.co.uk
minstercleaning.co.uk

**The Chemical Hut -
Cleaning Supplies**
01782 432961
07815 580093
chemicalproducts.net

1st Time Clean
01782 479746
07841834582
1sttimeclean.co.uk

JCS Cleaning
01782 470800
jcscleaning.co.uk

DRY CLEANERS AND CURTAIN MAKERS

Vera Dry Cleaning
ST1 1JX
01782 213474
veradrycleaners.co.uk

Peacocks Tailoring
ST1 1PS
07411 482036
peacockstailoring.co.uk

WINDOW CLEANING SERVICES

UKWindowClean
ST1 1PW
0113 271 7313
ukwindowclean.com

**OneClick Cleaning
Services Ltd**
ST1 5EL
01782 703085

PRESSURE WASHING SERVICES

**Staybrite
Driveway Cleaning**
ST3 5TN
01782 321672
staybritecleaning.co.uk

C L Floor Care Ltd
ST1 4BA
01782 749451
clfloorcare.co.uk

**S & M Pressure Washer
Services**
ST6 4RP
01782 954581
sandmservices.co.uk

G S Drive Clean
ST2 8BG
07470 799980
mygsdriveclean.co.uk

PAINTING AND DECORATING SERVICES

**Colour My Crib Ltd
UPVC Spraying**
ST3 6BB
07948 424885
colourmycrib.co.uk

Harding Contractors
ST1 6BT
01782 273965

**TaylorMade
Painting & Decorating**
ST1 6RA
07886 799905
taylormadedecorators.com

Wallace Contracts Ltd
ST6 2NP
01782 810220
wallacecontractsltd.com

**Rob Locker Painting
And Decorating**
07868 662850

ROOF, FASCIA AND GUTTER CLEANING SERVICES

GutterGleam
ST4 6DY
07962 537073
guttergleamstoke.co.uk

Revive Outdoor Cleaning
ST4 5HS
07790 222555
reviveoutdoorcleaning.co.uk

**DM Cleaning Services -
Window, Gutter &
Conservatory Cleaning**
ST6 7PR
07904 123269
dmcleaning.co.uk

PEST CONTROL

Malpass Pest Solutions
07496 944410
malpasspestsolutions.co.uk

Potteries Fascias
ST6 1EF
07586 087614
potteriesfascias.co.uk

Sibaxo Ltd
0330 311 0574
07775000216
sibaxo.co.uk

GARDENING AND LANDSCAPING SERVICES

Gardencare2000
ST1 6DE
01782 868130
gardencare2000.co.uk

**Dreamways
Landscapes**
ST1 4DA
07807 179897
dreamwayslandscapes.co.uk

**Clayton
Garden Services**
ST5 3DX
07474 893407
clayton-garden-services.co.uk

A & A Landscaping
ST5 3DR
01782 712328
07581 240319
aandalandscaping.co.uk

GGs Handyman Services
07422 660 069

DJ Ventures
07918054479
djventuresltd.co.uk

GRAPHIC DESIGNERS AND PRINTERS

**Panda Press
Design + Print**
ST15 8JU
01785 815110
pandapress.net

QPS Print
ST4 2TE
01782 413789
qpsprint.co.uk

Qwerty Print
ST1 3EA
01782 285455

**Lawrence Davis
Creative Agency**
ST1 3DH
01782 264400
lawrencedavis.co.uk

City Signs Midlands Ltd
ST1 3DA
01782 281069
citysignsmidlands.co.uk

Starbots Creative
ST5 1BS
01782 618324
starbots-creative.co.uk

FREQUENTLY ASKED QUESTIONS

What tasks will my business need to take on as part of Operation Sparkle?

Refer to the daily, weekly and monthly to-do lists we've included in your Operation Sparkle pack. These are generic tasks that the vast majority of our City Centre businesses will need to take on regularly to ensure their immediate surroundings are gleaming all year-round like window cleaning, litter picking, giving the exterior a lick of paint and tending to garden areas. We understand that your venue may differ and so these task lists are more of a guideline – not a definitive list – as to what we expect you and your teams to be taking on.

Who is responsible for taking on Operation Sparkle tasks?

Some of the larger scale tasks such as the restoration of seating areas, wild-flower planting and mass litter clearance will be the responsibility of the BID and key partners such as Stoke-on-Trent City Council. However, perhaps most importantly, the smaller – yet arguably, just as important if not more – tasks concerned with presenting businesses in an attractive way will fall on individual businesses such as yourselves. It is suggested you appoint a member of your staff to become a Sparkle Champion (more on page 8) – much like you would to become a Fire Marshall or a First Aider – or, have it so that all members of your team are scheduled to complete cleanliness tasks.

How long will Operation Sparkle go on for?

Operation Sparkle is an ongoing project with no end date. We need our businesses and partners to continually see cleanliness and neighbourliness as a priority for the City Centre. We hope to get to the point where we all simply just need to 'keep on top' of small tasks like litter removal and window cleaning.

How will we be monitored to make sure we are completing Operation Sparkle tasks?

The BID Street Ambassadors will be monitoring business frontages and checking that they remain clean and tidy. They will be keeping a log of successes, which will be celebrated via our media channels, and noting where improvement is necessary. The Ambassadors will be in contact with you to see how you are progressing and to identify any instances where you may require some guidance and assistance. We're all in this together after all!

How do we get equipment to help us deliver on these tasks and keep our frontages clean and tidy?

We would encourage businesses to source their own equipment wherever possible – after all, improvements to your frontages will result in increased footfall and customer satisfaction – but if you are in a situation where you are unable to do so, the BID can help by renting or purchasing equipment on your behalf. Just email hello@stokeontrentbid.co.uk to let us know how we can help.

Aside from enjoying a much improved environment in the City Centre, what other benefits can I access from taking part in Operation Sparkle?

You'll receive a special Operation Sparkle certificate and a window sticker to display to demonstrate to your customers your commitment to maintaining a tidy and clean environment, showcasing your community spirit. As well as this, you will enjoy extra exposure through press releases to the local media, and shout outs on the BID's social media channels and website.

What happens if we do not complete the tasks?

A Street Ambassador will arrange a meeting with you to discuss the barriers that are stopping you from joining in Operation Sparkle. If no suitable actions can be identified to support and assist your business, all equipment will need to be returned and your free advertising privileges will cease.

How can I report concerns of other businesses not taking Operation Sparkle seriously?

Operation needs to be a team effort – it requires buy-in from businesses, local authority, the general public either living in the City Centre or paying a visit – and of course, the BID. If you have concerns of other businesses not holding up their end, just let us know at hello@stokeontrentbid.co.uk.

For all Queries regarding our Business Visual Improvement Fund please refer to our website www.stokeontrentcitycentre.co.uk/what-is-bid/bid-initiatives/operation-sparkle or contact hello@stokeontrentbid.co.uk





DAILY / WEEKLY / MONTHLY TO DO LIST

DAILY

- ☐ Check light bulbs are all in working order
- ☐ Pick up discarded cigarette butts outside of your business
- ☐ Remove any litter around the vicinity of your business
- ☐ Empty bins and dispose rubbish
- ☐ Sweep and vacuum entrance and exit points
- ☐ Clean and disinfect surfaces
- ☐ Tend to hanging baskets
- ☐ Dust and clean your window displays

WEEKLY

- ☐ Edge and weed all flower beds
- ☐ Mow lawns
- ☐ Sweep outside business
- ☐ Clean window sills
- ☐ Clean windows
- ☐ Clean signage
- ☐ Remove sticks and fly-posters from within your businesses' vicinity
- ☐ Take a step back and ask yourself 'Does my business look inviting?'
- ☐ Set tasks for your Sparkle Champion if required

MONTHLY

- ☐ Jet-wash area outside of your business
 - ☐ Give door and window frames a lick of paint where required
 - ☐ Replace hanging baskets if required
 - ☐ Replace window displays to keep it fresh
 - ☐ Deep clean your rubbish bins
 - ☐ Clean fascias and gutters
- 