

operation•sparkle
[definition]

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



STOKE-ON-TRENT
CITY CENTRE
BID
A BUSINESS ALLIANCE

A GUIDE FOR CITY CENTRE BUSINESSES



STOKE-ON-TRENT
CITY CENTRE
BID
A BUSINESS ALLIANCE



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

CONTACTING BID



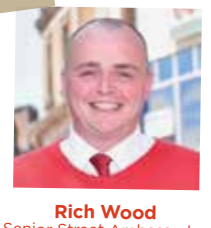
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07944 210428



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07494 118615



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07944 210426



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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 DOES MY BUSINESS NEED TO DO?

Put simply, you will need to ensure that you 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.

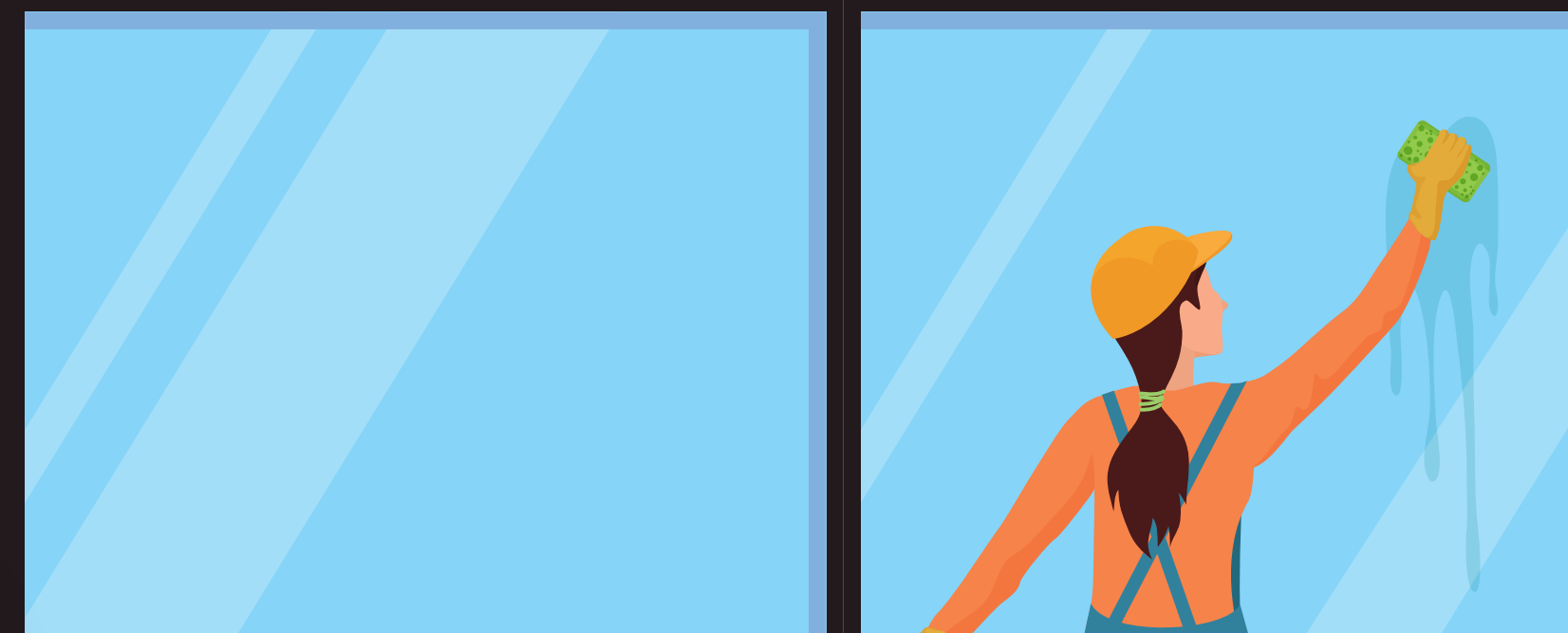
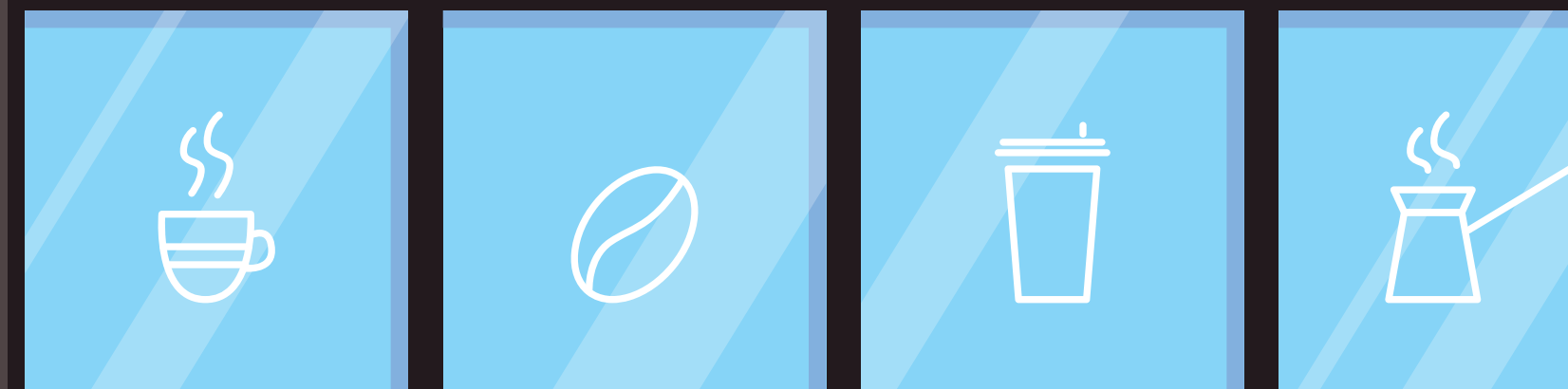
The beauty of Operation Sparkle is that if every City Centre business gets involved and pitches in, keeping on top of small cleanliness and maintenance tasks, the work that will be required of you will be minimal. Consider appointing a member of staff to become a 'Sparkle Champion' (more on page 8) to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

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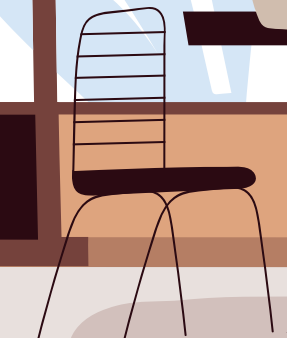
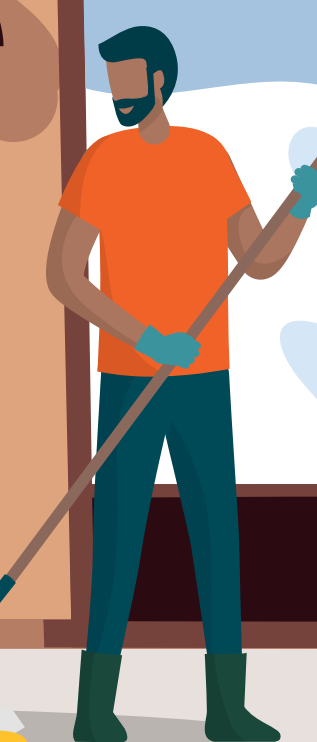
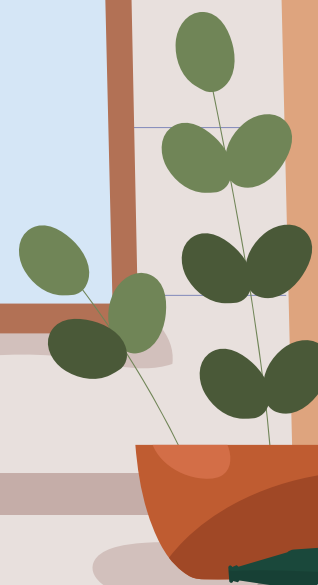
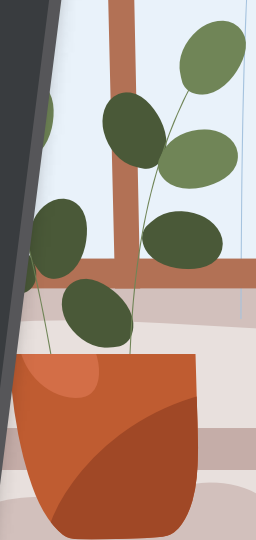
MEDIUM AND LARGE TASKS OPERATION SPARKLE AIMS TO ACHIEVE BY SPRING 2021

- Cleaning of the Blue Clock plus repair and renovation
- Clearing of rubbish and overgrowth on Etruria Road and planting of wild flowers
- Removal of graffiti and cleaning of statue in Bethesda Gardens
- Replanting and tidying of planted areas bordering The Potteries Centre and Hanley Market to add colour to our City Centre
- Cleaning of the "Old Meat Market" exterior now occupied by Wetherspoons and Waterstones
- Installation of 'ballot bins' for cigarette butts and 'gumdrops' as chewing gum bins throughout the City Centre
- Improvement of four seating areas (Junction at Potteries Way and Old Hall Street; Junction at Potteries Way and Huntbach Street; Town Road (near The Potteries Centre car park exit); Junction at Etruria Road and Marsh Street) with new benches, new refuse bins, a sculpture and planters. The fourth area will also have a piece of artwork on the wall of the MIND building and become a "Peace Garden". Work has already begun on this project
- Clearing and replanting the area of the junction at Potteries Way and Botteslow Street; the area is overgrown with weeds and is highly visible when entering the City Centre
- 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
- Two buildings on Clough Street – a busy walk-through between Tesco and the City Centre – will have its graffiti removed and be decorated with eye-catching artwork
- Removal of trade waste bins from Pall Mall and establishment of an area within Pall Mall car park to be utilised as a trade waste storage area
- Adding to the successful 'Our Front Door' project to improve graffiti hotspots to a selection of doors, telephone boxes or electricity boxes with new trail maps to be created for the public
- Renovation of the 'Welcome to the City of Stoke-on-Trent' poster site



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

- Bollard scheme for Piccadilly to reduce the traffic along the street
- Lobby Estate Agents and owners of empty units to improve their premises
- Renovation of the phone boxes at the top of Piccadilly



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

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.



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

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

TIPS & HACKS

Great news! **Doors looking dull and faded** don't always need a lick of paint – Pick up a cheap furniture polish (you can get a brand called Aristowax Wood Silk for less than £2, and Wood Silk Non Silicone Furniture Polish with Beeswax for even less which is available at Wilko's.) They're both silicone-free, making them ideal for cleaning wood and other surfaces, transforming them into a glossy, shiny finish.

Try **washing windows with a squeegee** and you'll never go back to a spray bottle and paper towels. Squeegees – which you can get from **Wilko's** – get your glass clear and streak free in a fraction of the time it takes with paper towels.

Light up your business with this cheap fix. Grab some fairy lights and display them in your windows for a relaxing and welcoming ambience. They're easy on the pocket and on the eyes too as they can make your business look much more attractive and eye-catching for passers-by.

A **floral display** can help your customer satisfaction blossom. Another way to appeal to customers is to use **hanging baskets** as a vibrant, welcoming element to the exterior of the building. They can be seen from a long distance, helping to catch attention and attract people to your door – and if people see a row of perfectly maintained hanging baskets, they're likely to think the interior will be just as attractive, resulting in more custom.

If you would prefer not to have to maintain plants or you're limited on space, why not look into **artificial hanging baskets or troughs** for year-round beauty.

Your **window displays** are essentially an advertisement for your business so changing them frequently keeps things fresh and exciting, and keeps the attention of prospective customers who walk past on a regular basis. Don't clutter, time your displays right around key holidays, changes in the season and remember, good lighting is of key importance.

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

DRY CLEANERS AND CURTAIN MAKERS

Vera Dry Cleaning

ST1 1JX
01782 213474
veradrycleaners.co.uk

Peacocks Tailoring

ST1 1PS
07411 482036
peacockstailoring.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

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

WINDOW CLEANING SERVICES

UKWindowClean

ST1 1PW
0113 271 7313
ukwindowclean.com

OneClick Cleaning Services Ltd

ST1 5EL
01782 703085

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

Potteries Fascias

ST6 1EF
07586 087614
potteriesfascias.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

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

THE QUARTER: AN OPERATION SPARKLE CHAMPION

A great example of a business looking its best and providing an aesthetically pleasing charm that keeps customers coming and satisfaction levels high, is The Quarter on Piccadilly. Owner Josef Bailey will talk you through some of the things he and his team do to keep the venue looking tip-top throughout the year.

QUARTER eat drink listen



One example of the seasonal displays at The Quarter that draws in customers and lights up the street

Hi! I'm Josef, the owner of The Quarter on Piccadilly. My staff and I are 100% backing Operation Sparkle.

Read on for some insight on what we do to keep the business looking spick and span at all times. It doesn't have to cost a lot or take up all your time, but if we all just play our small part, then we can all enjoy a beautiful trading environment!



"Throughout the different lockdown closures, we have ensured that our business premises have been well maintained, both inside and outside. The closure gave us some time to make improvements internally to the kitchens and upstairs restaurants which we were unable to do due to being open and busy under normal circumstances. It was important that the team understood that no matter whether we were open or closed we still needed to be proactive in keeping the business alive. It was, and still is, key to continue communicating with the team as much as possible to keep them informed about what the plans are, how we are going to respond to the changing City Centre, and to roadmap a plan through it all. This has meant that our teams are ready to go full throttle once we are given the go ahead by the government."

Here's a list of simple things we take into account here at The Quarter takes to make the most of our space and try to create an atmosphere that our customers want to return to, time and time again. Take some time to read them through and consider adopting these practises in your own businesses.

We use fairy lights and internal lighting. We keep them on at all times to illuminate displays and reminds passers-by that The Quarter is still very much in business.

We keep signs lit up at all times. This is key to showing that we are proud of our business and the light is representative of holding a beacon of hope for a better future

We continually make an effort to ensure that there's no litter, discarded cigarette butts or debris outside of the venue

We jet-wash the area outside the premises. Every now and again, it's important to allocate some time to make the surroundings gleam

Windows are cleaned regularly. Much care is taken to ensure there's no smudges, so we use the services of a local window cleaner to ensure they look as good as possible

The walls and door receive a frequent lick of paint to stay looking fresh

We remove litter, fly tipped posters and stickers from the area outside the venue and beyond. It's important to ensure that the path to approach our venue is clean and hygienic too - we recognise that it's a joint effort and not only should the business be clean and tidy, but the general environment also. I always ask every member of the team to keep their eyes on the surrounding areas of the business and to report anything they think needs looking into.

We put a lot of effort into our seasonal displays. Halloween, Christmas, Valentine's day, Mother's Day, Easter, summer, you name it. Keeping our window displays fresh means that we attract attention from passers-by - as well as giving them a little 'pick-me-up'. We make use of our entire building, ensuring the upper windows look well-presented too so that it looks attractive from every view point.

Make sure the aesthetics reach beyond the door. For instance, for al-fresco diners when the sun is shining, we decorate tables with pretty cushions and have flowers on display on each table. The use of outdoor space is vital when we come out of the lockdown and can provide important streams of revenue to keep your business open. Stay informed of the guidelines and prepare this space for customers to use safely. Research the changes in council policies regarding outside space for trade and set this up in a way that you can market to draw customers to your venue. Take into account the weather and the time of year and prepare your outside space accordingly. Every penny counts so make any tradeable square footage work as hard as it can for you!

We use hanging baskets to bring some colour and vibrancy for the street. If this is feasible for your business, you should consider it too but be sure that they are frequently tended to and replaced when required.

In these difficult times it is important to achieve some quick wins to keep you motivated about your business. With that in mind, here's a task for you:

- ✓ Walk around and through your premises with a fresh pair of eyes
- ✓ See what can be done whilst you are closed that will bring you improvements when you reopen.
- ✓ List these in two categories: Things that can be done at no cost and things that will need a small cash investment.
- ✓ Make a plan to tackle the first category ASAP.
- ✓ Make a budget for the second list of tasks and research what help is out there to get them done. Contact the BID to see if there is equipment available that you could hire free of charge, to keep your costs down.



PLEDGE

Once you've signed your
pledge, take a photo
or scan a copy to
hello@stokeontrentbid.co.uk

We pledge to keep our business front clean and encourage pride in our area by taking on Operation Sparkle tasks, including but not limited to:

- ✓ Changing public behaviour by promoting the anti-litter message
- ✓ Keeping our business frontage in great condition and free of litter
- ✓ Disposing of business waste responsibly

BID Street Ambassadors will remain in regular contact with you to record the efforts you have made to keep your high street tidy and to offer support in assisting you to achieve the above pledges.

Stoke-on-Trent City Centre BID are not liable for any personal injury, loss, theft, damage or inconvenience caused as a result of participating in works regarding to your Operation Sparkle pledge. Businesses participate in keeping their business frontages clean and tidy entirely at their own risk. They are not working for, or on behalf of, Stoke-on-Trent City Centre BID.

My business will ensure:

A risk assessment is completed before the litter pick and cleaning takes place.

Employees are aware that they participate entirely at their own risk and that they have been advised of the risks in accordance with the risk assessment and the safety checklist.

Business name:

Business Address:

Email address:

Phone number:

Managers signature:



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

Operation Sparkle Partners



TESCO



We are Cullā.



YOUR
Business?

Design & Print by Panda Press
www.pandapress.net