

REPORTING TO OUR  
BUSINESSES 2022-2023



# Love Wimbledon



*Sticks 'n' Sushi at a Love Wimbledon event*

# Wimbledon Town Centre

– no ordinary place!

**£250 MILLION+**  
INVESTMENT  
IN RECENT REFURBISHMENTS  
& REDEVELOPMENTS

**95%** FOOTFALL  
**HIGHER**  
HIGH STREET  
occupancy rate  
than 2019

**SW19** THE 5TH HIGHEST SPEND/  
TRANSACTION IN THE UK



# MANAGING BUSINESS IN UNCERTAIN TIMES

**Michael Martin**

Founder  
Cannizaro Planning

**Monica Hunter**

Executive and  
Business Mindset Coach

**Al Grljevic**

Chief Operating Officer  
Domestic & General



# Hello

Love Wimbledon is a Business Improvement District established in 2012, that supports a thriving community of 450+ businesses, in the heart of SW19. From multinational HQs to small independents, hospitality to retail, leisure to culture, it has become one of the most attractive centres in London for businesses, showing remarkable resilience through recent societal challenges. Our small delivery team here is proud to represent those businesses, by providing events, experiences, placemaking, knowledge, marketing and business services, together with a passionate determination to secure ongoing investment growth and to attract more visitors and dynamic new businesses to our town.

## **Our Ambition**

Our ambition is that Wimbledon continues to be an evolving, progressive town centre where businesses thrive, people visit and communities engage – and right now we are on the cusp of the next exciting stage of the town's evolution. Wimbledon never stays still, and the strong business community working here reflects that change, together with the optimism we collectively share in Wimbledon Town Centre's future. Wimbledon is increasingly becoming not just a desirable London suburb, but a destination in its own right for businesses and the visitor economy, and Love Wimbledon is excited to be actively involved today in being part of this transformation.



**Craig Hurring, Love Wimbledon Chief Executive**





# Love Wimbledon Investing in the Town Centre

The BID levy ensures a range of activities, improvements and services are provided for BID businesses and Wimbledon Town Centre.

## **01** BETTER PLACES, SPACES AND EXPERIENCES

Think flowers and planting, events, markets, graffiti removal, installations, and crime prevention.

## **02** THE PROMOTION AND SUPPORT OF BUSINESSES

Including our Privilege Card and #LoveLocal, recycling and waste collection, networking events, new business support, social media traction and website presence.

## **03** A GREENER AND MORE SUSTAINABLE TOWN CENTRE

From reuse to recycle, workshops and masterclasses, grants, green interventions and reasons to #LoveLocal.

To find out if you are a levy payer please go to our website.



The Alexandra

# What does that mean for my business?



More customers



A vibrant place for your teams to work



A safe and secure destination



Support from a strong voice



Money saving services



A better business network



A town which is cared for



Leading to a better, more enjoyable place to be



# Better places, spaces and experiences

From Big Screen Tennis in Wimbledon fortnight to the ever-fun Friday Food & Play, Love Wimbledon delivers a range of events to suit all ages. We create high quality, popular things to see and do, celebrating national and local events.



## KEEPING THE TOWN CLEAN

We provide regular deep cleans and graffiti removal. Our ranger patrols every day to ensure anti-social activity is dealt with quickly.

**DID YOU  
KNOW?** We resolve  
around  
**2,500**  
town centre  
issues a year





## FRIDAY FOOD & PLAY

**NEW**  
for  
2022

We supplied the giant games, the bar and the food stalls (many businesses took part) and the multi-generational event flew. With live music, international foods and a great atmosphere.



**NEW**  
for  
2022

For the late Queen's **Platinum Jubilee**, we created handcrafted plinths from a giant cup of tea to a Corgi (nicknamed Heathcliff by the Polka team). The plinths not only acted as useful seating they brought colour and a smile to the town.

## JUBILATIONS



**WINTERFEST,**  
WITH RIDES,  
ICE CARVING,  
COMMUNITY  
STAGE AND  
MARKET ON A  
PEDESTRIANISED  
BROADWAY.

Fireworks at Winterfest



## MARKETS

Our popular markets drive footfall and animate the town. We have curated markets to suit different seasons and products. Including our arts and crafts market, Christmas markets and our monthly markets, all held on The Piazza.

# Promote & support businesses

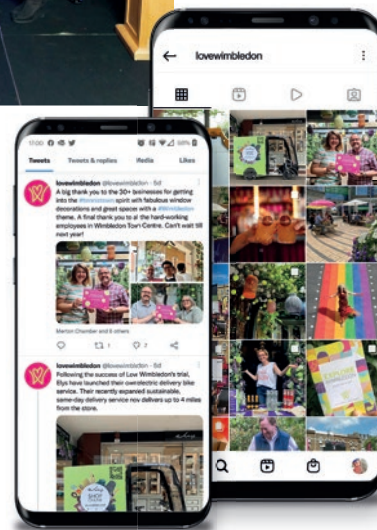
We provide cost effective services to help your business succeed in Wimbledon. These include marketing and promotion, waste services and crime management. Our post-pandemic support included practical training and masterclasses.



2022 Merton Best Business Awards Winners

Being a BID business provides you with free membership to Merton Chamber of Commerce, a free Privilege Card for everyone who works in Wimbledon and access to a range of business networks – mainly face to face!

BEING SOCIAL:  
**24,000+**  
followers on social media



**AWARDS** Elevate your presence through the Merton Best Business Awards or the Time & Leisure Food and Culture Awards – both free to enter with many businesses' finalists in 2022.

**WEBSITE & SOCIAL**





FREE

## NETWORKING & TRAINING



NEW  
for  
2023

BUSINESS  
MASTERCLASS  
SERIES



## CRIME PREVENTION

We offer Townlink radio and Littoralis services to help keep your high street and your teams safe.



SIGN UP  
to our waste  
services

## WASTE SERVICES

Over 100 businesses have signed up to our waste collection.



# Greener & more sustainable

We are in year one of a five-year sustainability strategy which includes loving local. In this first year we have increased investment in green interventions at street level, including the upkeep of planting in Hartfield Walk, increased summer planting and the introduction of attractive ivy screens.



*Community competition winners*

## COMMUNITY INCLUSION

As part of our Jubilee celebration, Love Wimbledon launched a competition for local school children to design a new plinth. This was curated and stood as a centre piece in town (reusing/continuing to use our existing plinths).



Hartfield Walk

# PLANTING

## FUNDING

We were one of only a handful of areas in London which received funding from the Mayor of London to help our businesses reduce their energy consumption and save money. We initiated this programme and look forward to seeing it complete in 2024.

After our e-cargo bike trial we are delighted Elys now offers a local service.



E-cargo Bike trial

# #LOVELOCAL



Pho

THANKING  
BUSINESSES  
FOR THEIR  
WINDOW  
DISPLAYS  
DURING  
THE TENNIS



# BANNERS TO BAGS

As a team we have introduced a 'not to landfill plan' which means we are trialling different ways to either repurpose or recycle any of our event and marketing waste. We will continue to share this innovative approach.



# Town centre evolution

Wimbledon remains a popular place to have a business and grow a business in many sectors. We continue to see increased investment in refurbishments and redevelopments to suit future demands.

## HERITAGE AND EVOLUTION

Wimbledon Town Centre is the beating heart of SW19, attractive to visitors all year round. With an enviable café and restaurant scene, a great selection of shops, entertainment, experiences, a growing selection of hotel choices and excellent transport offering quick connections to Central London.

The vibe in Wimbledon mixes Victorian heritage with a new contemporary style. It is a popular choice for many different businesses and is seeing increased investment, enabling an improved town for the future.



YMCA



247 Broadway



ORINOCO LANE SW19 merton

## THE FLOURISHING BROADWAY EAST

After the magnificent £10m extension and refurbishment of Polka Theatre, the first part of the £45m YMCA redevelopment is now completed. Wimbledon Offices new six-storey 247 Broadway workplace is bringing premium office space to the town for 2024.



Polka Theatre





Golf Groove



The Boardroom Climbing

## THE NEW WIMBLEDON QUARTER

The £80m transformation of Wimbledon Quarter SW19 (formerly Centre Court) by Romulus into a place mixing health, leisure, shopping, eating and working is one of the first of its kind in the UK. The sustainable development will bring new markets and customers to Wimbledon.



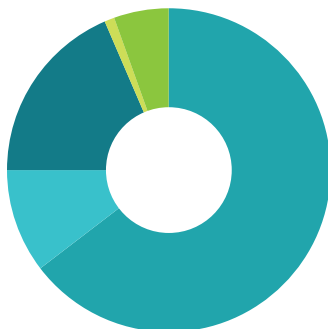
NEW: Travelodge on Hartfield Road



Wimbledon Quarter courtyard  
©fletcher priest architects

# Financials

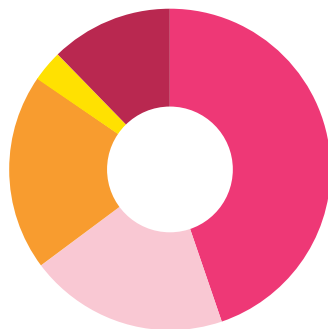
The long-term impact of Covid on the town centre's retail offering, and the transformation of Centre Court Shopping, resulted in a 16.5% annual drop in BID income. This figure will grow again in 2023/24, as major new developments within Wimbledon receive their business valuation and are then levied for the BID's services.



## Income

■ BID levy	£425,265
■ Income from Piazza activity	£65,570
■ Commercial income and interest	£123,565
■ Landowner contributions	£5,500
■ Other income	£36,128

**Total Income: £565,233**



## Expenditure

■ Engaging events and placemaking	£271,807 (45%)
■ Marketing and promotion	£121,701 (20%)
■ Business services and support	£121,276 (20%)
■ Greener town centre	£18,487 (3%)
■ Overheads, management and admin	£74,119 (12%)

**Total Expenditure: £607,390**

During the Covid pandemic we built up a financial reserve to invest into post-pandemic recovery. This was therefore spent during 22/23 to bring more business support, consumer events and civic pride back to Wimbledon Town Centre, which is why our final position was a deficit of £42,157.

# Message from our Chair

In this first year of Love Wimbledon's third term (that's 11 years since it was set up). Love Wimbledon is really making its mark on the town centre. The level of events and services and the positive feedback from so many of the businesses has created a robust and welcoming business community.

Our board represents the many types of businesses here in Wimbledon from office to hospitality, retail to experiential. We are here as a critical friend to the Love Wimbledon team and to listen to the needs of businesses to make sure you are represented and supported.

Please do make the most of the services your Business Improvement District offers and attend some of the many events and networking opportunities they provide. Wimbledon is an already buoyant town, and with increases in both footfall and shop occupancy, this positive growth trend will continue to be achieved with your support.

We wish you and your business every future success.

A handwritten signature in black ink that reads "Paul". The signature is stylized with a large, looping initial 'P'.

**Paul Harvey, Chair of the Love Wimbledon Board**





# Get the best value out of your BID



Get your team to sign up to the **PRIVILEGE CARD** or add an offer

ASK FOR A COMPETITIVE QUOTE FOR OUR **GREEN WASTE & ENERGY SERVICES**

BOOK YOUR WEEE COLLECTION IN NOW

Attend one of our many **EVENTS**

**ENTER THE FREE AWARDS**  
Merton Best Business or Time & Leisure Food and Culture Awards

**JOIN TOWNLINK RADIO**  
TO HELP MANAGE CRIME

TAG US IN YOUR SOCIALS

SIGN UP TO OUR NEWSLETTER  
GET FEATURED IN OUR NEWSLETTER

**ENJOY THE TENNIS** and get your business to go tennis mad!





# Love Wimbledon

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British  
BIDs<sup>TM</sup>