

LOVE WIMBLEDON RENEWAL PROPOSAL 2017 – 2022

FULL VERSION

CONTENTS

1. Introduction
2. Objectives
3. Love Wimbledon so far – delivering successfully
4. Moving Forward – our plans for 2017-2022
5. About Love Wimbledon, Financial Arrangements and BID Arrangements
6. The Love Wimbledon BID area
7. Ballot Arrangements and Key Voting Dates

1. INTRODUCTION

A VOICE FOR WIMBLEDON BUSINESSES

Our vision is for Wimbledon to be a popular, attractive, safe, interesting and better place for business, visitors and residents.

VOTE YES FOR A VOICE FOR WIMBLEDON BUSINESSES

Love Wimbledon Business Improvement District was founded by the businesses of Wimbledon Town Centre in 2012, for the Businesses of Wimbledon Town Centre.

Since 2012 Love Wimbledon has clearly demonstrated our support for businesses in Wimbledon Town Centre. We have looked after, improved and promoted the town centre, provided cost effective services and assistance to respond to your business needs. We pride ourselves in being responsive, flexible and innovative with a passion to achieve a high standard in all that we do.

Over the next five years, Wimbledon Town Centre will face a number of challenges with council cuts, Crossrail 2 proposals and the changing face of retail. Wimbledon needs a voice and an action plan like never before. Love Wimbledon provides that voice for local businesses.

Every five years all BIDs in the country must 'renewal' through a ballot of local businesses who vote on whether they wish the BID to continue for another five years. Just to be clear, there is no competitor to vote for. If Love Wimbledon is not successful in the ballot, all the current activities and services will cease and Wimbledon will take a retrograde step to how it was four years ago.

A 'Yes' vote for Love Wimbledon in September 2016 will ensure a strong representative voice for Wimbledon town centre, will enable the continuation of our services and will support new projects for town centre for the next five years.

Helen Clark Bell, CEO, Love Wimbledon

2. OUR 2012 – 2017 OBJECTIVES

KEY AIM

To make Wimbledon Town Centre an attractive, of choice for business, visitors and residents.

STRATEGIC OBJECTIVES

01 ATTRACTIVE, VIBRANT AND CARED FOR

To ensure Wimbledon Town Centre is attractive, vibrant and cared for.

02 CONNECTED AND PRESENTED

To ensure the businesses, attractions and facilities of Wimbledon Town Centre are connected, clearly presented and represented with a strong collective voice.

03 SERVICES TO BUSINESSES

To provide services to support existing businesses and attract new.

3. LOVE WIMBLEDON - HAS DELIVERED SUCCESSFULLY

In our first BID Proposal we promised to deliver a range of services and improvements to address the concerns of businesses in the area.

We are proud to have delivered these and more over the past four years. With your support and yes vote these will continue from 2017.

WHY VOTE YES

- Crime is down
- Footfall is strong
- Shop vacancy rates are at an all time low
- Office vacancy rates have dropped
- Consumers say the town events are making it more vibrant
- Many BID businesses have saved money using our services
- Crossrail 2 is coming and we will be the voice of business

‘When Love Wimbledon first started I was very concerned that we would not benefit in any way. However, within the first few months, we had started to realise how brilliant the BID was. Four years on, we would urge you to vote positively to keep them supporting the Wimbledon business community as we wouldn’t want to be without them.’

Maria Jessiman, Owner,
Justin James Hotel and Lu-Ma Café

WE PROMISED :

TO ENSURE WIMBLEDON TOWN CENTRE IS ATTRACTIVE, VIBRANT AND CARED FOR

WE DELIVERED:

- A celebratory feel for the tennis fortnight including our Big Screen on The Piazza
- Time banded waste collections now operate meaning town centre streets are free of waste bags for most of the day

- Regular monitoring of the cleanliness of the streets encouraging a strong response from Merton Council
- Our ranger patrols the streets reporting on issues such as graffiti, fly tipping and pavement maintenance
- Vibrant displays throughout the town centre. Hanging baskets and planters sponsored by The All England Tennis Club; lamppost banners and added sparkle in the trees as well as a new Christmas tree outside the station and new planting of the main flowerbeds
- Strong promotion of Town Link radio and Littoralis Anti-Social
- Behaviour reporting system and facilitating joint working between
- Police and large retailers to work together to reduce crime
- 2,000 m2 of pavement is jet washed every year. We also removed significant areas of graffiti and worked with Merton Council on the new paving on The Broadway
- We successfully lobbied to get the station frontage cleaned – the first time in 20 years

- 84% of businesses think the markets are a positive addition to the town centre
- Our ranger reports on average 6 issues a day

‘ It’s not only the big things like the tennis and markets and events, but the little things that the BID take care of like reporting the overflowing bins and the neglected alleyways. Without them the standard of the town will drop considerably.’

Sally Young, Operations Manager,
Finling Associates

WE PROMISED:

TO ENSURE THE BUSINESSES, ATTRACTIONS AND FACILITIES OF WIMBLEDON TOWN CENTRE ARE CONNECTED, CLEARLY PRESENTED AND REPRESENTED WITH A STRONG COLLECTIVE VOICE

WE DELIVERED:

- The lovewimbledon.org website bringing together a map and full business listing along with news and the many exciting happenings in the town centre
- The popular Our Wimbledon Guide promotes the town centre and offers discounted advertising to BID members. We distribute over 100,000 copies twice per year
- Our printed town centre map
- Dedicated and highly active Love Wimbledon social media channels
- Regular joint networking lunches with Merton Chamber of
- Commerce and other business focussed events
- A collective voice for the town centre and its businesses lobbying on your behalf
- We took a lead role in coordinating responses to the initial Crossrail 2 proposals ensuring our members were fully informed of the proposals
- We work with local schools and resident groups to promote engagement with the town centre
- We have developed The Piazza as a hub of town centre activity with 90 days of activities every year including local arts organisations

The retail unit vacancy rate in Wimbledon Town Centre has reduced by 3.6% since April 2014

' In 2015 we had to close Wimbledon tram platforms to enable us to upgrade and improve the facilities and tram frequencies. This could have been very disruptive, but the sound advice and guidance offered by Love Wimbledon BID using their local knowledge and extensive contacts meant that these essential works were planned and carried out in a way that minimised potential disruption to our passengers, local residents and businesses. London Trams are very appreciative of their support.'

Nick Baker, Head of Customer Services,
London Trams

WE PROMISED: SERVICES TO BUSINESSES

WE DELIVERED

- Savings to businesses - 10% have saved more money than their levy cost
- A business recycling service used by a quarter of our members
- Free quarterly WEEE collections
- A staff privilege card to give access to a fantastic array of offers
- 'One Stop Shop' assistance from pest control to promotional advice and direct support from our ranger
- Joint procurement and savings
- Free membership of the Merton Chamber of Commerce
- Night time economy support
- Pubwatch and working with the local Street Pastor scheme
- Counter Terrorism training sessions
- Improved responses from utility companies and transport providers to minimise disruption
- Sponsorship of the Merton Best Business Awards and the Time & Leisure Food and Drink Awards to promote our businesses

- Assistance in corporate responsibility programmes by facilitating and promoting relationships with local charities and community groups
- 10% increase in the number of new bike racks in the town centre
- Welcomed a range of new retail and office businesses
- Helped Waterstones and WH Smiths return to town

- Over 3,000 local employees get great deals through our privilege card.
- Our members are saving £50,000 annually through our group buying service.

' Love Wimbledon has been brilliant for our business. Introducing us to other local businesses, encouraging us to enter awards that we then went on to win and generally supporting us to grow our business in Wimbledon.'

Andrew Molloy, Owner,
Eligo Recruitment

4. MOVING FORWARD – OUR PLANS FOR 2017-2022

The strong level of support among Wimbledon Town Centre businesses for the renewal of Love Wimbledon is great. It is important that you VOTE 'YES' in the postal ballot in September to ensure we can continue and build upon our programmes to make the town centre even better!

This strategy has been created through consultation with our businesses and feedback from consumers to inform Love Wimbledon's BID plan.

We will accomplish these objectives by:

01 DELIVERING ENGAGING EVENTS AND PLACEMAKING

02 DEVELOPING LEADING MARKETING AND PROMOTION

03 PROVIDING INSPIRING BUSINESS SERVICES AND SUPPORT

04 ENSURING A BRIGHT FUTURE FOR WIMBLEDON

➤ 01 ENGAGING EVENTS AND PLACEMAKING 2017-2022

Ensuring Wimbledon is an attractive, interesting and safe environment. A wide variety of different events and ensuring the town feels taken care of are priorities for many of our businesses.

VOTE YES for Love Wimbledon to ensure the continuation of:

- Our array of events including Wimbledon Big Screen, Ride London street party, markets, Winter Wonderland and arts event programme

- Our street management services – with our ranger, cleaning, crime reporting and monitoring and timed waste collections ensuring the streets are clean and safe
- Enhancements to the street environment including planting, banners and additional winter lighting

A YES VOTE means we can:

- Add new events to the town centre in different places
- Lobby for further improvements eg: improved cleansing
- Develop the visitor plan to support the Wimbledon Way enhancing the area's cultural identity and linking the town and the village
- Make Wimbledon a better place to visit

<p>90% of customer facing businesses see events as a priority</p>

➤ 02 LEADING MARKETING AND PROMOTION 2017-2022

Informing people about the great businesses here and the different things to do and see in Wimbledon is the key objective for our customer-facing businesses. With increasing competition Love Wimbledon is at the forefront of benchmarking and marketing the town, leading to improved footfall.

VOTE YES for Love Wimbledon to ensure the continuation of:

- The popular website, connected social media, the 'Our Wimbledon' guides, town centre map and ecards to our extensive database
- The great offers on the town centre privilege card for everyone who works in the BID area
- Being kept up to date with our regular newsletter and business ecards
- A strong collective voice to lobby on behalf of and promote Wimbledon Town Centre businesses

A YES VOTE means we can:

- Develop our campaign that
- Wimbledon is 'Great for Business'
- Keep Wimbledon at the forefront of customer and business minds
- Improve footfall and increase spend
- Provide a strong voice for business

➤ 03 BUSINESS SERVICES AND SUPPORT 2017-2022

This programme supports businesses with money saving services, practical support and facilitated business promotion and networking.

VOTE YES for Love Wimbledon to ensure the continuation of:

- Saving money through subsidised waste collection and the joint procurement service

- Support and promote established and new businesses in town
- Free Merton Chamber of Commerce membership
- Dedicated support for night time economy
- Crime reduction initiatives between business / CCTV / Littoralis website / police

A YES VOTE means we can:

- Lobby for improved broadband provision for businesses
- Increase the range of forums and events for shops, offices and leisure providers
- Increased savings for more businesses

<p>Around 90% of offices see recycling, waste and crime management as a priority in the next term.</p>
--

➤ 04 A BRIGHTER FUTURE FOR WIMBLEDON 2017-2022

Ensure Love Wimbledon gives town centre businesses a strong voice in matters of strategic importance to the area. It is no surprise that our survey identified Crossrail 2 as the key future concern of Wimbledon businesses.

VOTE YES for Love Wimbledon to ensure the continuation of:

- Our work to attract new businesses, investors and funding
- Informing you of Crossrail 2 developments

A YES VOTE means we can:

- Strongly represent the interests of town centre businesses in relation to Crossrail 2
- Ensure the business voice is heard in the development and implementation of the masterplan for Wimbledon being prepared by Merton Council
- Improve parking signage in Wimbledon and standard of St Georges Road car park
- Take a strategic view on the type, design, location and mix of new developments in the town centre

CROSSRAIL 2

Crossrail 2 has been the talk of the town over the last year or so. We are aligned with the wider community in welcoming Crossrail 2 tempered with concern to ensure the impact is positive long term and not devastating in construction. This is a potentially great opportunity for the town centre as a whole and the business community in particular – but we must be at the table representing this community to ensure we get the best for business at this crucial time.

Our five key requirements of Crossrail 2:

- Keep Wimbledon open for businesses before and during Crossrail construction
- Phased timings for construction programming from Crossrail 2 to suit our businesses
- Preservation of buildings of architectural merit
- Improvement to quality of town centre buildings and spaces created by Crossrail 2 development including appropriate sized units for a range of retailers
- Ensure tracks not required at surface level in Wimbledon are tunnelled

Over 85% of businesses are concerned about the impact of Crossrail 2

Love Wimbledon's input has been a vital contribution to the growth and activity of Wimbledon BookFest. We have had terrific support from them over the past 4 years from promotion of the festival through to launch and special events on The Piazza. We very much look forward to further developing our partnership in years to come. They really add to the offering and vitality of Wimbledon Town Centre'

Fiona Razvi, Festival Director,
Wimbledon BookFest

5. ABOUT LOVE WIMBLEDON, FINANCIAL ARRANGEMENTS AND BID ARRANGEMENTS

THE COMPANY

Love Wimbledon was set up by local businesses in 2012 as a Business Improvement District (BID) – a business-led, not-for-profit company representing, serving and working to improve the area for business, visitors and residents.

Love Wimbledon Ltd is incorporated as a not-for-profit company limited by guarantee. The company's Memorandum and Articles of Association and copies of audited accounts are available at www.lovewimbledon.org or from the Love Wimbledon office.

All BID levy paying businesses are automatically company members and are encouraged to put themselves forward to sit on Love Wimbledon's project steering groups and Board.

ABOUT BIDS

Business Improvement Districts (BIDs) have now been operating across the UK for over a decade. A BID is a legal body formed under the Local Government Act 2004. There are over 220 BIDs across the UK and Love Wimbledon works closely with its BID neighbours in Kingston, Sutton, Croydon and across London.

A BOARD THAT REPRESENTS WIMBLEDON BUSINESSES

MESSAGE FROM OUR CHAIR

'.. it is really important to vote for Love Wimbledon for a second term'

In five years Love Wimbledon has catapulted the town centre forward; creating events, lobbying stakeholders, promoting and providing services to help what businesses want most – to save money. That's why it is really important to vote for Love Wimbledon for a second term.

As a local business employing over 60 people in the town centre I have seen a huge difference over the last 5 years. Love Wimbledon has assembled a team of people that really care about the town – and they care not just about the obvious things – the deep cleaned streets, the flowers during the tennis championships or the closure of the Broadway for Winter Wonderland but also about the less obvious things like the discount card schemes for employees, lobbying for night time facilities or co-ordinating daily rubbish collections.

Sometimes the difference has come about from looking at the longer term, putting on a conference about the town centre and its future; A place-making competition to engage the public; discussion forums about Crossrail 2; or simply attending meetings with Merton Council to ensure the business voice is being heard in the corridors of power.

For some of the team it's just about the vibe; the marketing of the town; the creation and maintenance of a special place by supporting and promoting some of the amazing arts and music events that go on here or the buzz of the bars, restaurant and night-time economy.

What it is always about is Wimbledon. It is your town and with your business our town centre can flourish. With your support Wimbledon has a bright future and long may it continue to be a place of choice to work, live, visit and play.

Paul Windsor, Chair, Love Wimbledon and Partner, WSM

The Love Wimbledon Board is made up of representatives of the Wimbledon Town Centre business community. The diverse businesses represented include office headquarters, professional services, SMEs, retail, leisure and hospitality, culture, creative, charity, health and beauty and night time economy.

They meet quarterly to oversee the activity of the Executive Team. They approve the annual budget and delivery plan to improve Wimbledon for businesses.

The London Borough of Merton, the Metropolitan Police and Merton Chamber of Commerce are also co-opted members of the Board.

The Board

Paul Windsor (Chair)	WSM
Suzy Wood (Vice Chair)	Centre Court Shopping Centre
Paul Harvey (Secretary)	Morrisons Solicitors
Gina Conway	Gina Conway Aveda Salon and Spa
Stacey Raymond	Elys Department Store
Stephen Midlane	Polka Theatre
Jessica Ponnampalam	The Terrace Wimbledon
Rebecca Stockman	YMCA
Paul Wood	Elliottwood
John Tippett-Cooper	Capsticks Solicitors LLP
Roy Bromley	Antoinette Hotels
Diana Sterck (co-opted)	Merton Chamber of Commerce
James McGinlay (co-opted)	London Borough of Merton
Borough Commander Merton (co-opted)	Metropolitan Police

MEASURING OUR PERFORMANCE

Love Wimbledon is accountable to businesses paying the levy. The results are measured through the following Key Performance Indicators:

- Yearly customer satisfaction and business surveys
- Financial savings to businesses
- Crime statistics
- Footfall statistics
- Social media followers and reach
- Website visits / Media Coverage
- Ecard and newsletter open rates /click throughs
- Shop vacancy rates

BASELINE AGREEMENTS

Formal agreements are signed with Merton Council to provide a clear understanding of baseline services provided by Merton Council, allowing Love Wimbledon to provide services above and beyond those currently provided by the council.

Draft agreements for 2017 – 22 can be found on our website and are also available from the Love Wimbledon office.

ACCREDITATION FOR MANAGEMENT AND COMMUNICATION

In 2015 Love Wimbledon received the British BIDs Accreditation which recognises exemplary management and financial practices, transparency, accountability and business engagement. Love Wimbledon provides a high return on investment for BID payers, communicates effectively and has strong governance by our Board of Directors.

FINANCIAL ARRANGEMENTS

Love Wimbledon is accountable to businesses paying the BID levy.

- The Love Wimbledon BID Board will approve, in advance, an annual budget for the BID for each financial year
- Love Wimbledon will produce annual accounts for each financial year and these will be available to all BID levy payers and the Local Authority. These will be presented at Love Wimbledon's Annual public Stakeholder Meeting
- Love Wimbledon will not be able to operate in deficit or incur liabilities that come into effect after the operational period i.e. after March 2022
- The BID Board will decide how any unspent or additional income should be utilised
- All budgets include a 5% contingency reserve to take into account any unexpected shortfall
- Any redistribution of funds among all projects within the total annual programme budget will require BID Board approval as set out in The Operating Procedures

FINANCIALS

BID ARRANGEMENTS

The amount paid by each business annually to fund Love Wimbledon's services and projects is determined by the BID levy rules. The majority of businesses pay between £200 and £1,000 per annum.

BID levy rules

The formation of a BID is enabled by Government legislation and regulation. This section defines the BID levy rules, as required by statute.

- The BID levy paid is proportionate to the size of business premises and is fixed at 1% of rateable value i.e.: for a business with a rateable value of £50,000 the annual levy would be £500
- The BID levy can only be increased annually, on the 1st April, to allow for inflation. The allowance for inflation shall be decided by the BID Board and shall equal no more than 3% per annum
- The BID term will be for 5 years from 1st April 2017
- The BID levy will be applied to all ratepayers with a rateable value of £20,000 or more

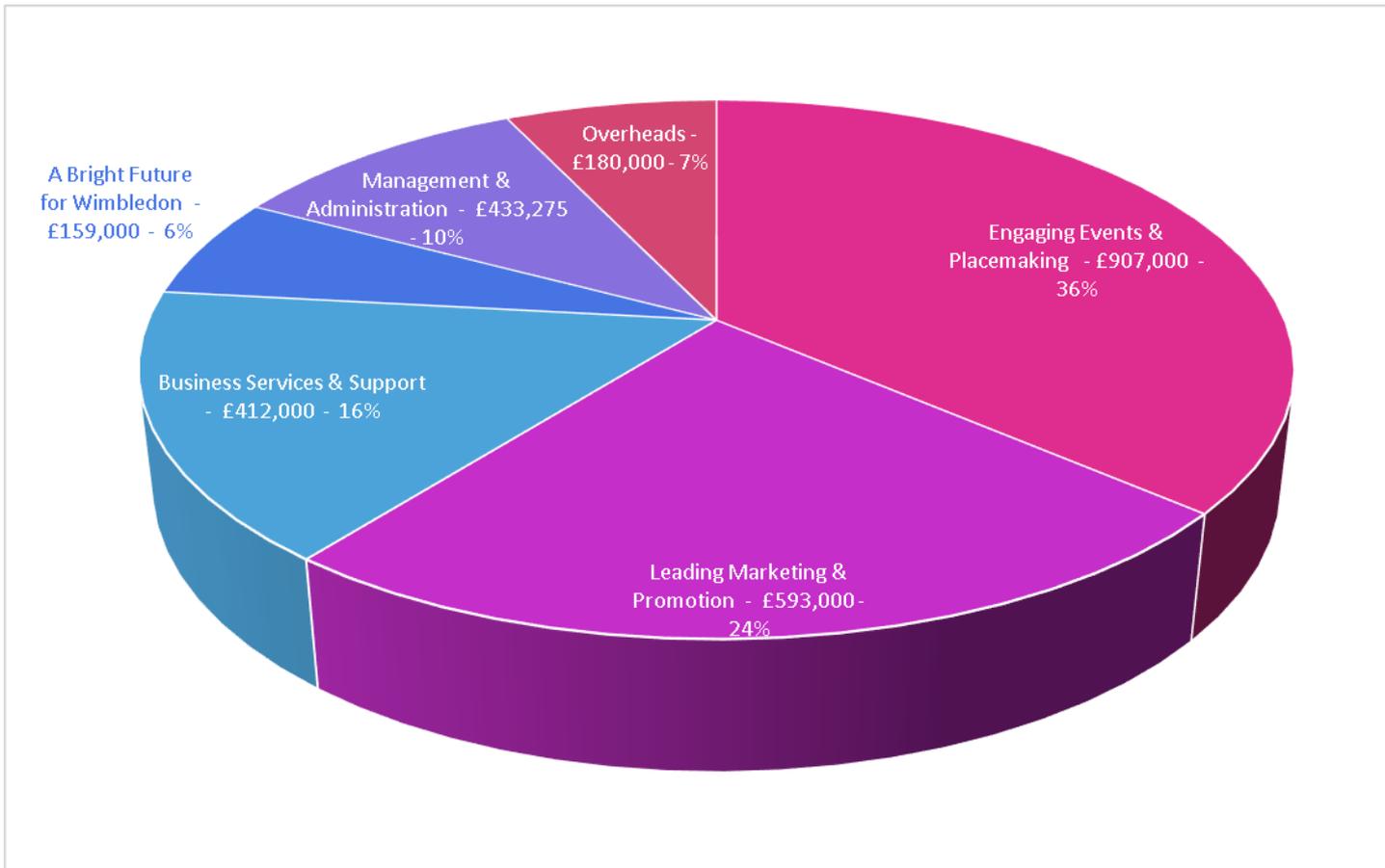
- Charitable organisations in receipt of mandatory and/or discretionary charitable relief from rates will receive an 80% reduction on the BID levy – this 80% reduction applies irrespective of the level of relief from rates received.
- All hereditaments within the Centre Court Shopping Centre with a retail use shall receive a 25% reduction on the BID levy
- The owners of empty properties will be liable for the BID levy with no void period
- There will be no VAT charged on the BID levy
- The "closed end of year rule" will be applied effective at the end of each financial year (31st March) corresponding to the Valuation Office Agency's alteration date list. No BID levy refunds or increase to BID levy will be payable for changes in rateable values in previous years once the end of the financial year has passed.
- All new hereditaments entering the rating list after 1st April 2017 shall have the BID levy applied as per the value on the date of entry and as per the BID levy rules
- Following a successful renewal ballot, the BID levy becomes mandatory for all those defined businesses or occupiers in the defined BID area
- The BID board will be able to alter the BID arrangements without an alteration ballot, so long as any alterations do not:
 - alter the geographical area of the BID
 - alter the BID levy payable
 - conflict with the Local Government Act (2003) or The Business Improvement District Regulations (2004)

HOW WILL THE MONEY BE SPENT

From 2017 – 2022 Love Wimbledon's expected income is £2,500,000. Love Wimbledon will raise approximately £450,000 per annum through its BID levy with an additional £50,000 per annum raised from events, landowners, sponsorship, markets and advertising. The money raised will be spent exclusively in the defined BID area in line with the wishes of the businesses paying the levy.

Total spend 2017-2022: £2,500,000

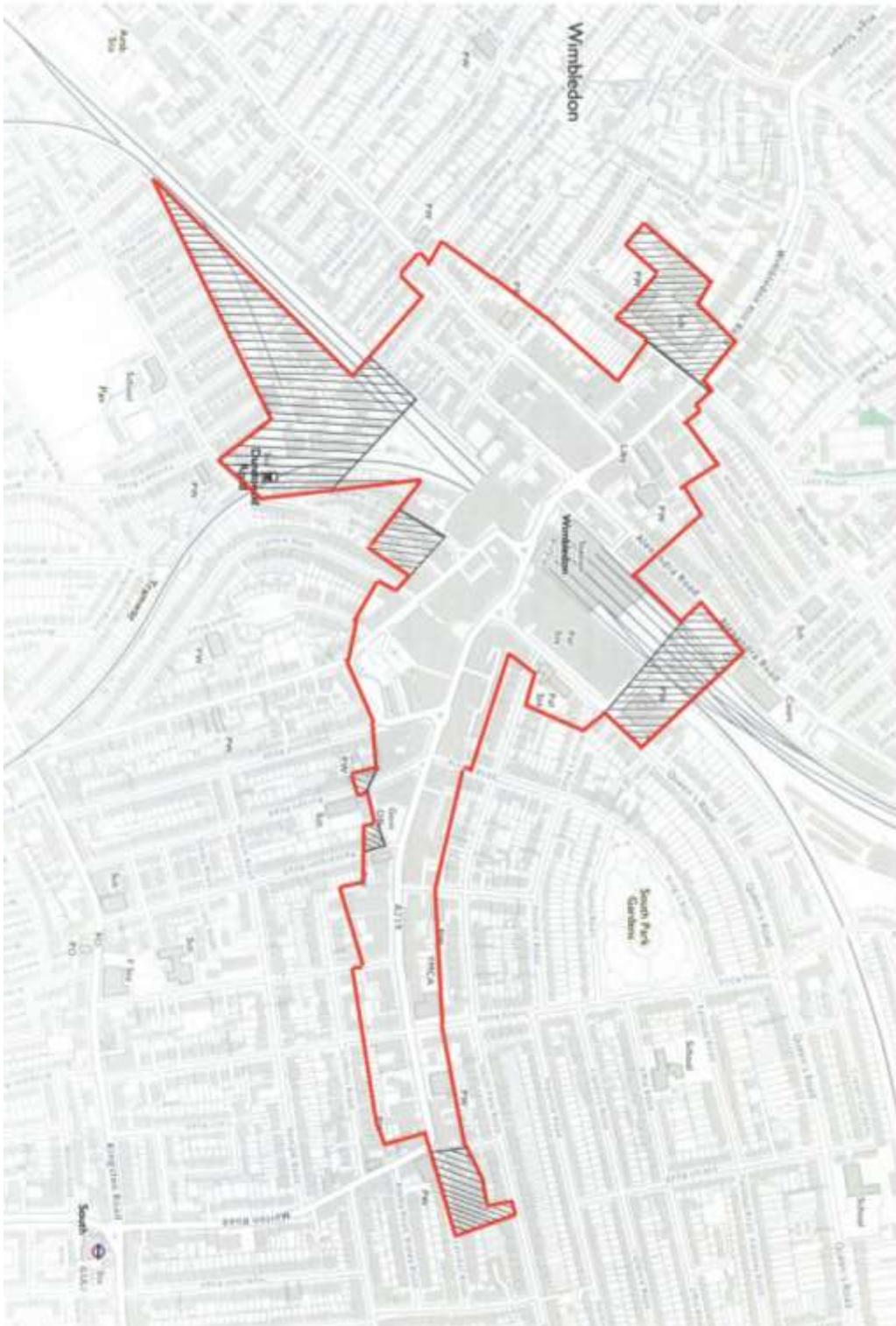
The budgetary split has been determined by the priorities of the business community.



Contingency of 5% of total income is held for each year of operation.

6. THE LOVE WIMBLEDON BID AREA

The proposed boundary for the second term of the Love Wimbledon BID is shown on the map.



The proposed area for the second term of Love Wimbledon BID represents a small extension to the previous area. Areas shaded in the above map were not previously in the Love Wimbledon BID area. The BID area will cover all or part of the following streets:

Street Name	Numbers	
	From	To
Alexandra Road	8	11
	129	140
Alt Grove	ALL	
Alwyne Road	Includes 1c	
	66	67
Beulah Road	1	26
Broadway Court	1	63
Compton Road	1	5
	10	12
Francis Grove	ALL	
Gladstone Road	1	17
	2	12
Graham Road	1	2
Hartfield Crescent	2	6
	11	
Hartfield Road	1	99
	2	90
Kings Road	Includes 1a	
	2a	6
Latimer Road	1	37
Mansel Road	ALL	
Montague Road	1a	2a
Palmerston Road	3 only	
Queens Road	1	27
	2	36
Russell Road	1	37
	2	42
Sir Cyril Black Way	ALL	
St Georges Road	ALL	
St Marks Place	ALL	
Tabor Grove	ALL	
The Broadway	ALL	
Wimbledon Bridge	ALL	
Wimbledon Hill Road	1	55
	2	82
Worple Road	1	55
	2	42

VOTE YES TO ENSURE A STRONG VOICE FOR WIMBLEDON

We have been delighted with businesses' support for Love Wimbledon to date – 90% of business respondents to our recent survey indicated they would be voting in support of our renewal in September.

VOTE YES for Love Wimbledon to ensure the continuation of:

- Lobbying Crossrail 2 to get the best deal for Wimbledon
- Engaging events including the Wimbledon
- Tennis Big Screen and markets
- Improved placemaking and cleanliness
- Subsidised recycling and waste collection
- Joint procurement savings
- Vibrant banners, planting and winter lights
- Business and Wimbledon promotion through the website, Wimbledon Guides, privilege card and social media
- Making sure Wimbledon remains a great place to do business

It also enables us to build on our work to date with new projects:

- A strategic approach to enhancing the town centre environment
- Develop a stronger cultural identity for the area
- Wimbledon is 'Great for Business'
- Lobbying for better business broadband
- Further events including outside the New Wimbledon Theatre
- Cleaning up street furniture and decluttering the streets

7. BALLOT ARRANGEMENTS

As with our last vote, this will be a formal ballot carried out by the London Borough of Merton. All businesses eligible to pay the BID levy will have a vote for each property or rated unit (hereditament).

To implement these proposals we must win the BID ballot on two counts:

- 1) A straight majority by the number of those voting
- 2) By a majority in the rateable value of those voting

BALLOT TIMETABLE – DON'T MISS YOUR CHANCE TO VOTE!

- 8th September: You will be sent a notice of ballot
- 22nd September: You will be sent your ballot paper
- By 20th October at 5pm: Your ballot paper must have been received by Merton Council
- 21st October: The ballot result will be announced

GET IN TOUCH

Please do not hesitate to contact Helen Clark Bell, Love Wimbledon's Chief Executive, if you would like any further information or would like to arrange a meeting to discuss our proposal in more detail.

Helen Clark Bell

020 8619 2012

helencb@lovewimbledon.org

Tuition House, 27-37 St George's Road

Wimbledon, London SW19 4EU

020 8619 2012

info@lovewimbledon.org

www.lovewimbledon.org