REPORTING TO OUR BUSINESSES 2015-16

THE HEART OF SW19
CHAIR’S REPORT

It is so easy for the weeks and months, and years to flash past and suddenly five years have gone by and our tenure as the representatives of Wimbledon’s business community is due for a renewed mandate. The ballot of businesses will take place later this year, in September.

As in previous years this report is full of the things that the Love Wimbledon team have achieved for the town on behalf of the businesses that fund us... But does what we do really make a difference and does it justify the additional financial burden that the BID levy places upon our businesses?

In a word: Yes.
Sometimes it is very visible, boosting footfall in the town; bringing the tennis championships into town on the big screen; hosting a street party to welcome RideLondon; closing The Broadway to traffic for Winter Wonderland to kick off the Christmas season; discount card schemes for the benefit of people working in Wimbledon.

Sometimes it is behind the scenes: lobbying to help the night economy; ensuring there is effective street cleansing particularly at the weekends by Merton Council; deep cleaning our streets; co-ordinating daily rubbish collection from business premises; providing recycling services; or creating buying networks to reduce our members’ overhead costs.

Sometimes it is looking at the longer term: 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 to ensure the business voice is being heard in the corridors of power.

And sometimes 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; gaining momentum through social media and digital marketing; dressing the town with flowers and banners; engaging with the inventive and playful elements from sport and the arts.

What it is always about is Wimbledon. It is your town. Thank you for helping it to be a great place in which to live, work, visit and play.

Paul Windsor
Chair, Love Wimbledon Ltd

“WHAT IT IS ALWAYS ABOUT IS WIMBLEDON. IT IS YOUR TOWN.”
A YEAR OF INFLUENCE

One of our key responsibilities is to be your voice, representing Wimbledon businesses. The wide spectrum of issues that we lobby on, on behalf of businesses are touched on in this report but perhaps the most crucial is Crossrail 2.

We demonstrated during the Crossrail 2 consultation that we inform you, stand up for you, and make sure you hear directly from the top. We secured Michèle Dix, Managing Director of Crossrail 2 to address the business community in person. The potential impact of this project will have implications on the town for many years to come - it is at the top of our agenda to make this an opportunity for the town and not a threat.

We are welcoming more shops than ever. At the end of 2015 our vacancy rate dropped to 1.7% (compared to a London average of 6.3%). We have worked to secure the relocation of WHSmith and Waterstones with their property directors and we look forward to welcoming them back very soon. It was unfortunate timing that their closures coincided with Crossrail 2 conversation being very alive, the two issues are not related.

This year, we launched our popular Love Wimbledon BID employee Privilege Card which has engaged thousands of people who work in this town. It’s a great place for business; clean, safe and secure with interesting eateries. We continue to try something new through our memorable Love Wimbledon events, such as last summer’s Pop-Up in the previously under-used St Mark’s Place; its success proving Wimbledon Town Centre has a lot to offer, with a lot more to come.

As we start our fifth year, Love Wimbledon has delivered for you, our businesses, on many different levels. We look forward to meeting with you to secure your support for our next five year term, so that we can continue to ensure that Wimbledon is great for business.

BID ACCREDITATION

Love Wimbledon is one of the few BIDs to be awarded the BID Accreditation.

Awarded in April 2015 it recognises exemplary management and financial practices, transparency, accountability and business engagement. We aim to provide a high return on investment for BID payers, that communicates effectively and has strong governance by our Board of Directors.

Helen Clark Bell
BID Manager,
Love Wimbledon Ltd
THE LOVE WIMBLEDON BID TEAM

The Love Wimbledon Business Improvement District is led by Helen Clark Bell, the BID Manager and supported by a dedicated operational and marketing team. Our volunteers support many of our events, welcoming and helping visitors to the town.

THE TOWN RANGER

Many businesses know our Town Ranger, Tom, who reports street management issues such as fly tipping and graffiti and is often the first point of call for businesses, being out and about in the town every day.

A COMMITTED TEAM

THE LOVE WIMBLEDON TEAM: (Image L-R)

Helen Clark Bell, BID Manager
Danielle Cleobury, Marketing and Events Manager
Tom Ruffell, Town Ranger
Keith Alexander, BID Assistant
Sally Warren, Strategic Marketing Adviser

SHOP VACANCY RATES DROPPED TO 1.7% AT THE END OF 2015

THE LOVE WIMBLEDON BOARD

Representing different businesses of Wimbledon

THE BOARD

Paul Windsor, Chair
Suzy Wood, Vice Chair
Paul Harvey, Secretary
Gina Conway
Stephen Midlane
Cheryl Owen
Jessica Ponnampalam
Rebecca Stockman
Mark Walker

Partner, WSM Partners
Centre Director, Centre Court Shopping
Partner, Morrisons Solicitors
Owner, Gina Conway Aveda Salon
Executive Director, Polka Theatre
Operations Manager, Elys (Until July 15)
Manager, The Terrace
Centre Manager, YMCA
Managing Director, Zipcar

WE WELCOMED FOUR NEW BOARD MEMBERS IN 2015/16

Roy Bromley
Stacey Raymond
John Tippett Cooper
Paul Wood

Director of Operations, Antoinette Group Store Manager, Elys
Senior Lawyer and Head of Corporate Social Responsibility, Capsticks Solicitors
Partner, Elliott Wood Partnership

NON VOTING ATTENDEES

James McGinlay
Chief Inspector
Diana Sterck

Head of Sustainable Communities, London Borough of Merton
Metropolitan Police
Merton Chamber of Commerce
A SUCCESSFUL TOWN FOR BUSINESS

- Wimbledon continues to attract a great range of businesses from asset managers to media agencies; it is a thriving place to work.
- The town is a destination for shopping, eating and seeing - outperforming most London high streets, it is a robust and buoyant place to be.
- The best connected place in London! Where else has trams, tubes, trains, buses, taxis (and 100s of bike racks).

25,000 VISITS TO THE LOVE WIMBLEDON FOOD AND DRINK WEB PAGES

EAT – DISTINCTIVE FOOD SCENE
Now firmly on the map as a top South West London eating destination, Wimbledon is crammed with distinctive and popular grab and go places and great family restaurants.

SHOP – A UNIQUE COMBINATION
Wimbledon’s characterful shopping experience gives customers the convenience of independent retailers and recognised brands. With high quality retail including Elys independent department store, Jo Jo Maman Bébé, Jigsaw, Phase Eight and Aubergine Art - we work tirelessly to attract customers.

SEE – LOTS TO DO
Three theatres, two cinemas and an energetic local arts scene – our ambition was to build on the cultural and going out scene, which impacts positively on Wimbledon Town Centre – more theatre goers means more diners, means a thriving town.

83 PLACES TO EAT

VISITS TO WHAT’S ON PAGE ON WEBSITE UP TO 14,000
STRATEGIC AIMS AND OBJECTIVES

OUR WORK IS DEVELOPED AROUND THREE STRATEGIC OBJECTIVES:

01 IMPROVING WIMBLEDON
To ensure Wimbledon is attractive, vibrant and cared for

02 CONNECTING WIMBLEDON
To ensure Wimbledon is connected, clearly presented and represented with a strong collective voice

ATTRACTION VIBRANT AND CARED FOR 80% (UP 2%)
Our aim is to make Wimbledon Town Centre an attractive, safe, well presented and represented location of choice for business, visitors and residents.

03 Services for Business

To provide services to support existing businesses and to attract new ones.
“The pop-up was a really fun event. Love Wimbledon created something that has never happened before in this space, which attracted a vibrant and young crowd and supported business.”

Sarah Dore,
Manager of The Alexandra public house
MAKING WIMBLEDON ATTRACTIVE, VIBRANT AND CARED FOR

- EVENTS AROUND TOWN
- TOWN CENTRE DRESSING
- CLEANER STREETS
- IMPROVED PUBLIC SPACES
- KEEPING CRIME DOWN
WINNING EVENTS

IT HAS BEEN ANOTHER YEAR PACKED FULL OF FOOTFALL DRIVING EVENTS AND ACTIVITIES. RANGING FROM FAMILY FUN TO CHILLED AND CREATIVE - WE CONTINUE TO DEVELOP POPULAR FAVOURITES WHILST EXPLORING NEW IDEAS.

‘DURING WINTER WONDERLAND WEBSITE VISITS GO UP 87% AND FACEBOOK REACH JUMPS TO OVER 3,500’

THE REGULARS

As RideLondon sped through the town, cyclists were treated to uplifting music and loud Love Wimbledon hand-clappers! Supporters enjoyed displays from BMXers, children’s activities and a range of bicycle themed games, making Wimbledon one of the most attractive destinations for spectators.

The celebrated Winter Wonderland was revamped this year with chill out areas, an interactive stage and new magical festive experiences.

The big astroturf sofas appeared, the deckchairs came out and the Big Screen provided two weeks of great tennis and the great British Grand Prix on The Piazza.

Businesses engaged with the tennis like never before: shop logos with tennis balls, creative window dressing, Wimbledon town is now well and truly part of the tennis experience.

September went creative with three weekends of family activities during our Autumn Arts Festival harnessing the spectacular range of creative culture we have in the area.

Our popular Arts Market returned selling unique art and striking crafts from local artists and designers.

MONTHLY MARKETS GET THE THUMBS UP

Once a month from spring to autumn, local entrepreneurs and businesses take part in The Market on The Piazza. The market is renowned for unique gifts, homewares, food and live music performed by local artists - making the Wimbledon experience even more enjoyable for customers.

84% OF BUSINESSES THINK THE MARKETS ARE A POSITIVE ADDITION TO THE TOWN CENTRE
NEW NEW NEW

- **Ice carving** at St Marks Place with award winning professional Anne Marie Taberdo providing ice carving demonstrations and a ‘have a go’ ice wall
- The Halloween **creepy – crawly spider** giving shoppers a nudge and a surprise on The Piazza
- The crowds gathered for displays by **International BMX-ers** during RideLondon

- We tidied St Mark’s Place next to the library and during tennis created a **chilled pop-up** with food, casual seating and live music
- Launched the start of **Merton Arts Trail 2015**, linking Wimbledon with Merton customers
- **Alice in Wimble-land** working with Wimbledon Bookfest to celebrate Lewis Carroll’s birthday in our town

‘FOOTFALL INCREASED DRAMATICALLY DURING OUR KEY EVENTS’
The St Mark’s pop-up was new for 2015 and aimed to celebrate the tennis atmosphere in this historic part of Wimbledon. Working with The Alexandra pub, Love Wimbledon dressed St Mark’s Place and promoted the event to residents, office workers and tennis goers. On Thursdays and Fridays atmospheric live music was performed by local talent. Pop-up food mixed with the permanent food stalls in the square giving a tasty choice.

“The pop-up was a really fun event. Love Wimbledon created something that has never happened before in this space, which attracted a vibrant and young crowd and supported business. We hope we can partner with them again and it will happen every year!”

Sarah Dore, Manager of The Alexandra Public House
MORE TREES THAN EVER!

Wimbledon has more trees thanks to us reporting to the council on trees that are damaged or have died. For the first time, we now have three LIVE trees of the same species and size outside the station!

ENGAGING SPACES AND PLACES

MAKING THINGS HAPPEN

A space is only activated with people; this philosophy is the basis to our events. That’s why we supported over 70 events in Wimbledon Town Centre and made sure things happened. As Wimbledon encounters more challenges both from the internet and other high streets, our events become key in keeping the vibrancy and engagement in our town.

DRESSING THE TOWN

Love Wimbledon initiated the relationship with the All England Lawn Tennis Club working on extensive basket and banner implementation to keep the town fresh and celebrate the tennis. Sponsored by AELTC, the town gets four months of colour from the flower baskets and railing boxes designed by their head gardener.

EAT SHOP SEE

The new banner programme was part of a wider campaign in promoting Wimbledon as a destination to EAT SHOP and SEE. Redesigned banners were placed in strategic areas to provide a strong cultural identity and support the wider marketing that Love Wimbledon delivers.

85%

OF PEOPLE WHO WORK HERE THINK IT’S VIBRANT
CLEANER STREETS, IMPROVED PUBLIC SPACES

WIMBLEDON BUSINESSES AND THE PEOPLE WHO LIVE, WORK AND PLAY HERE, DESERVE A CLEAN AND CARED FOR TOWN CENTRE

LOBBYING FOR IMPROVEMENT

Our Town Ranger reports on average 6 issues a day including:

- 28 instances of fly-tipping
- 24 faulty street items
- 15 blocked gullies
- 4 water mains leaks
- and removed 1,100 flyposters

ZERO TOLERANCE ON GRAFFITI

- 44 pieces of graffiti removed in the town centre
- As soon as we are informed about / see graffiti we immediately forward this on to the council. As part of our legal agreement with Merton it must be cleaned up within 5 days or if offensive, within 24 hours.

LOVE WIMBLEDON Cleans UP RAILWAY PATH

For years the graffiti along the cycle and pedestrian path known as Railway Path has been an eyesore for train passengers and pedestrians as they come into Wimbledon.

Love Wimbledon in partnership with local business Wimbledon Offices Ltd arranged for graffiti on the wall of Tuition House to be removed and the wall restored to its natural brickwork.

BID Manager Helen Clark Bell commented “Wimbledon is an internationally recognised place and our businesses and residents want a town centre to be proud of. This is part of our continued plan to make Wimbledon graffiti-free and keep it clean.”

This area has not been cleaned for over 20 years and had at least 6 layers of paint in some places. A special coating has also now been applied to the wall to ensure any future cleaning is easier.

2,300 SQM OF PAVEMENT JET WASHED

4 BUS STOPS JET WASHED
TOWNLINK RADIO – COMMUNICATING CRIME TO REDUCE CRIME

38 BUSINESSES USE TOWN LINK RADIO

Key shops in Wimbledon have access to Townlink radio which provides an instant way of letting other retailers, night time venues, CCTV operators, Centre Court Shopping, the Police, South West Trains and Love Wimbledon know of any criminal or suspicious activity. This has led to a number of arrests for shop lifting as security and police are able to work together to catch or deter criminals. Love Wimbledon continues its support of Townlink radio as a preventative measure.

“TOWNLINK RADIO HELPS OUR SHOP AND WIMBLEDON STAY SAFE BY GIVING INSTANT ACCESS TO CCTV, THE POLICE AND OTHER RETAILERS.”

Sam Griffiths, Store Manager, The Entertainer

PUBWATCH – REDUCING ANTI-SOCIAL BEHAVIOUR IN THE EVENING

Love Wimbledon organises regular meetings of Pubwatch for bars, clubs and pubs to share intelligence, crime statistics and strategies to reduce night time anti-social behaviour. The monthly meetings are attended by The Police. Love Wimbledon also hosted a variety of free practical training workshops to assist in crime reduction. This included licensing law, drug awareness, conflict management and counter terrorism.

By working together we are sending a very clear message that criminal and anti-social activity is not welcome in Wimbledon.

REDUCING WASTE DUMPING

We were receiving regular reports of fly-tipping on Kings Road. By working with the businesses in the surrounding area we encouraged them to keep their waste storage off the public highway. The result: no additional waste being dumped at this site. We arranged for this area to be jetwashed removing the grime that had penetrated the pavement leaving the area clean and tidy.
“FOR OUR GUESTS THE TOWN CENTRE MAP PUBLICISES ALL THAT IS GREAT ABOUT WIMBLEDON AND ENCOURAGES THEM TO REALLY ENJOY THE TOWN CENTRE.”

Roy Bromley, Director of Operations, Antoinette Group
TO ENSURE WIMBLEDON IS CONNECTED, CLEARLY PRESENTED AND REPRESENTED WITH A STRONG COLLECTIVE VOICE

- PROMOTING TO OUR CUSTOMERS
- GIVING BUSINESSES A VOICE
- LOBBYING CROSSRAIL 2
THE VOICE OF WIMBLEDON

WIMBLEDON BUSINESSES NOW HAVE A STRONG, COLLECTIVE VOICE

We have lobbied on behalf of businesses on a number of topics including tree planting, utility improvements, waste issues, highway improvements, retail use changes and cleaning. In 2015, we shouted even louder as Crossrail 2 announced its consultation.

WORKING FOR BUSINESSES - A SNAPSHOT OF 2015

A replacement tree was finally planted outside the station after intense lobbying from Love Wimbledon.

Unsightly waste issues at the corner of Kings Road and Wimbledon Broadway were acted on by Love Wimbledon. We facilitated the relevant businesses to work together on a waste action plan to reduce the impact on neighbouring residents and gave it a thorough clean after this was agreed.

A waste company was not collecting rubbish from a major eatery. After their relentless attempts to get the waste collected, we made contact with the waste company and the rubbish was collected that day. There has not been a problem since.

“A MASTERPLAN FOR WIMBLEDON MUST WORK FOR SHOPS AND BUSINESSES SO WIMBLEDON CONTINUES TO IMPROVE OVER TIME”

Sally Warren, Love Wimbledon

FUTURE WIMBLEDON - PLANNING FOR TOMORROW

Following on from the Love Wimbledon Landlords Forum in September, Future Merton initiated a new masterplan brief. Love Wimbledon will have a strategic role in the plan. We expect in the next year to have a clearer vision of Merton Council and TFL’s plan, which we will communicate to our businesses.
INFLUENCING CHANGE ON CROSSRAIL 2

The impact of Crossrail 2 could be devastating for businesses in the town centre. Crossrail 2 must not be delivered at the expense of the economic wellbeing of the town. Wimbledon Town Centre must stay well and truly open and accessible with minimal disruption during construction. It must continue to be a place of choice to own or run a business and remain an attractive option for employees, residents and visitors.

WITH CROSSRAIL 2 ANNOUNCED, LOVE WIMBLEDON’S PRIORITIES ARE TO:

- Keep businesses informed
- Lobby Crossrail 2 stakeholders
- Ensure business views are heard
- Keep Wimbledon open for business

KEEP BUSINESSES INFORMED

During the consultation, all BID businesses received regular updates and a survey to determine business priorities and concerns. Love Wimbledon were the FIRST organisation to get Crossrail 2 to present in Wimbledon (to our businesses) making sure Wimbledon businesses could question / feedback directly to decision makers.

KEEP WIMBLEDON OPEN FOR BUSINESS

Our lobbying influenced Crossrail to communicate an initial phasing strategy – the first time this was in the public domain. We are pushing for Wimbledon to not become a dormitory town, but remain a place for successful business and attract new business. This means improved office space, better choice of retail and sustainable, high quality development to keep Wimbledon working for another 100 years. It also means retaining and improving buildings of merit, whilst making sure the town works for customers and businesses alike.

LOBBY CROSSRAIL 2 STAKEHOLDERS

On your behalf we have campaigned key influencers including politicians, TfL, Crossrail 2 and Merton Council to make sure Wimbledon gets the best out of Crossrail and we stay OPEN for business. We wrote to and met mainstream London Mayoral candidates to make sure Wimbledon is seen as one of, if not THE most, important place in Crossrail 2.

ENSURE BUSINESS VIEWS ARE HEARD

We partnered with Merton Chamber of Commerce to create a stronger business voice. We wrote our responses to Crossrail 2 based on the results in our business surveys. We will continue to make sure Wimbledon Town Centre is at the table at strategic and planning stages during the Crossrail 2 consultation.
PROMOTING WIMBLEDON TO CUSTOMERS
WIMBLEDON IS MORE THAN A SHOPPING DESTINATION – THE SPECTRUM OF PLACES TO EAT, SEE AND VISIT ARE INCREASING

In 2015 we developed our marketing strategy with an emphasis on social media, making sure we tap into a growing market in the region.

TRACKING OUR DATA
We track our campaigns and marketing activity – aiming for improvements the whole way through. We continue to make sure the investment in our marketing is effective.

THE LOVE WIMBLEDON WEBSITE
KEEPING CUSTOMERS IN THE KNOW

72,000 visits per year
25,000 visits to food & drink
14,000 visits to our what’s on page
10,000 visits to shopping

SW19 is an internationally recognised brand and Love Wimbledon promotes Wimbledon Town Centre as a destination for shopping, eating and seeing. Our marketing plan supports the unique range of businesses we have as well as the distinct experiences and the popular events we and our partners create.

‘WE ARE SEEING AN INCREASE IN FOOTFALL IN THE EVENING ECONOMY DUE TO THE GREAT CHOICES OF RESTAURANTS AND OUR UNIQUE THEATRES AND CINEMAS.’
Sally Warren, Strategic Marketing Adviser

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Sally Warren, Strategic Marketing Adviser
PRESS FEATURES

80

Love Wimbledon had over eighty articles in the press.

FACEBOOK

REACHING OUT TO WIMBLEDON

'Big Screen Tennis is live' received a 6k reach

'The Prince of Wales clock is fixed' a 3.5k reach

Gained 853 page likes throughout the year - an increase of 27%

TWITTER

THAT'S IMPRESSIVE

Over 1,000 tweets
Gained 1,516 followers
We had 711,200 impressions

BBC LIVE FROM THE PIZZA

During the tennis, The BBC had heard about all the happenings in town and filmed interviews from our BIG SCREEN tennis. So our notorious green sofas were upstaged by the famous red ones!

KEEPING VISITORS IN THE KNOW

NEW FOR 2015

In 2015 we produced the first town centre map to promote eating, leisure and going out to visitors.
The Love Wimbledon Map was launched in time for tennis and was distributed through hotels, strategic points and estate agents. It continues to be a great source of finding places to visit for the many NEW businesses (and their employees) to the area.

WE ARE DIFFERENT

'Our Wimbledon' guide differentiates us from other South West London towns. It enables our distinct personality and the great places to shop and eat (and the things to do) to be promoted to over 100,000 potential customers.

Our Wimbledon at Christmas

PANTOMIME SEASON IS HERE!

Buen Noche to everyone.

Wimbledon, Winter Wonderland

Wimbledon's covered shopping destination with secure parking, food, fashion and gifts and one roof.

ThePolka Theatre:

The Polka Theatre: Designed for the actors of the municipal borough of Wimbledon.

The UK's first children's theatre. Bringing exceptional performances and experimental shows.

The Odeon Cinema:

A ten screen cinema with IMAX and 3D screens, showing top international art movies and has a cool bar to hang out in.

HMV Curzon:

A quick guide to Wimbledon's heritage along The Wimbledon Way.

1. The Bank Building

For Latin lovers historic references and a textural palette.

2. The Wimbledon Library

In the early nineties in 1887 with surprising details, there is a 'book motif' at the side of the building, a later 21st century building (with carved Shakespeare and arms above Tesco Metro granted in 1906 to the Municipal Borough of Wimbledon. The link between the town, the main hub of activities and personality and our distinct identity. It enables Wimbledon's covered shopping destination with secure parking, food, fashion and gifts and one roof.

3. The Olympic Gold Post Box

Gained 1,000 tweets
Gained 1,516 followers
We had 711,200 impressions

4. The Stag

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“BEING PART OF THE LOVE WIMBLEDON BID WE SAVED OVER £5000 ON OUR ENERGY BILLS THROUGH MEERCAT. THE PROCESS WAS QUICK AND EASY AND WITHOUT A DOUBT THE BID IS REALLY TAKING MONEY SAVING INITIATIVES SERIOUSLY TO HELP BUSINESS IN WIMBLEDON.”

Robert Palmer Williams
Director, Tots Landing
TO PROVIDE SERVICES TO SUPPORT EXISTING BUSINESSES AND TO ATTRACT NEW ONES

OUR SERVICES TO BUSINESSES ARE:

- BUSINESS SUPPORT
- COMPETITIVE RECYCLING AND WASTE COLLECTION
- PROVIDE COST SAVING PROCUREMENT
SUPPORTING BUSINESS
BOLSTERING LOCAL BUSINESS – BENEFITING WIMBLEDON EMPLOYEES

THE VERY POPULAR LOVE WIMBLEDON PRIVILEGE CARD LAUNCHED

The Love Wimbledon Privilege Card was launched as a perk for all employees of BID businesses. It encourages their use of Wimbledon Town Centre businesses and therefore increases footfall. The popular card provides a range of shop, restaurant, hair and beauty and leisure discounts. Launched in July as a new initiative to help drive local footfall - especially at quiet times – sign up continues to be very strong and along with the Love Wimbledon map it is great for new businesses and new employees.

CASE STUDY

Ian Thomas, General Manager Prince of Wales & Bertie’s Bar, Kitchen & Courtyard

- It’s FREE
- Over 3,000 cardholders
- A card for everyone who works within the BID
- Offers that keep changing from a variety of businesses
- Monthly newsletter with exceptionally high opening rates
- Around 30 strong offers each month

‘WE JUMPED AT THE CHANCE OF PUTTING OFFERS ON THE LOVE WIMBLEDON PRIVILEGE CARD AS IT TARGETS EMPLOYEES IN WIMBLEDON TOWN CENTRE. WE HAVE FOUND BOTH BERTIES BAR AND PRINCE OF WALES TO BE REALLY POPULAR FOR CARD HOLDERS – LONG MAY IT CONTINUE!’
CREATING OPPORTUNITIES FOR BUSINESS

- In 2015 we were the first to get Crossrail 2 to visit Wimbledon to talk to our businesses at HMV Curzon
- We set up a landlords forum to demonstrate our commitment to making sure the town stays open for business over the next fifteen years
- All BID businesses received free membership to Merton Chamber of Commerce
- Merton Chamber of Commerce provided over 40 events last year offered at a reduced rate to BID businesses (from practical training and workshops to networking)
- Love Wimbledon hosted a range of networking events for businesses in the town centre

SUPPORTING NEW BUSINESSES

We make it our responsibility to support new BID businesses. Wimbledon employees spend time and money in our town and the better businesses we have, the more attractive Wimbledon becomes.

AN AWARD WINNING TOWN

We sponsored two major awards strengthening credibility of our businesses. These awards provide a strong promotional platform and connect our businesses with customers.

EAT WIMBLEDON!

To promote the great choice of eating out in Wimbledon Town Centre we partnered with Time & Leisure magazine’s Food & Drink Awards. Sponsoring a new category; Best Eating Experience in Wimbledon Town Centre, we firmly put Wimbledon on the map as a place for food. Sticks and Sushi won the category with Khanage coming in a close second. It is part of our commitment to promote our businesses to new and existing customers.

WINNING BUSINESSES

Enterprising Wimbledon businesses were shortlisted in nine categories in the Merton Best Business Awards. Exceptional growth, bold imaginations and commercial success demonstrated by the winning businesses firmly puts Wimbledon on the map as a place to have a thriving business. We partnered with Merton Chamber of Commerce on the Best Business in Wimbledon Town Centre Award to increase that visibility to a wider business audience.
SAVING BUSINESSES MONEY

WASTE AND RECYCLING COLLECTION

Over 20% of BID businesses are now using our recycling service from First Mile. The highly competitive pricing means more businesses signed up in 2015, reducing their costs as part of our commitment to save you money.

IN 2015/16...

- **24 businesses saved more than they pay** in the BID levy by switching recycling to Love Wimbledon
- **Over £50,000 of savings** to businesses who took up our recycling service
- **323 tonnes** of waste collected
- **262 tonnes** of recycling equivalent to **370 tonnes** of CO2
- **2,270 trees** saved
- Since its launch Love Wimbledon businesses have saved over **5,000 trees**!

FREE ELECTRICAL ITEM COLLECTION

Introduced by Love Wimbledon to help our businesses remove bulky electrical goods (and smaller ones too).

- Free to all BID businesses
- Over 50 businesses used this service
- Total savings of nearly £4,000
- Ten businesses saved over £100 each

24 BUSINESSES SAVED MORE THAN THEY PAY IN THE BID LEVY BY SWITCHING RECYCLING TO LOVE WIMBLEDON

NEW IN 2015

FOOD WASTE COLLECTION

Making it easy for business

- Free starter pack including food caddy, roll of bags and outdoor box
- Daily collections
- 7 tonnes of food waste has been collected to date!

SOMEONE TO DO THE LEG WORK ON ENERGY PRICE SAVINGS - FOR FREE!

Introduced two years ago, Love Wimbledon has offered BID payers free comparison price services on utilities, telecoms, testing and pest control. 43 businesses have switched providers all done by the Meercat team. We continue to improve this service and in 2016 will be launching new elements.

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<thead>
<tr>
<th>AMOUNT SAVED BY ONE BUSINESS ON UTILITIES</th>
<th>SAVINGS REALISED</th>
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<tbody>
<tr>
<td>£13,000</td>
<td>£93,000</td>
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‘We had over twenty different local musical acts play in our town centre, helping us to encourage new talent and benefit the wider community.’

Danielle Cleobury, Marketing and Events Manager

BEING RESPONSIBLE AND ACTIVE IN THE COMMUNITY

In 2015 we worked with many community and arts organisations and continue our aim to work in a socially responsible framework on behalf of our businesses by:

- Hosting over sixty free community events on The Piazza worth £30,000
- Implementing a Chugger policy – working with charity fundraisers on the street, reducing the amount of time they are in town and where they can stand
- Developing ties with our unique town centre cultural destinations including The Polka, HMV Curzon, The Odeon and New Wimbledon Theatre
- Focusing on local products and traders at our markets and at our events
- Supporting local schools and community groups including: Big Screen tennis astroturf sofas donated to a local school for their playground and our art shed given to Sustainable Merton for use on a community allotment
- Promoting BID business fundraising and charity events through social media
- Bolstering relationships with local arts organisations including Wimbledon BookFest, Wimbledon International Music Festival, Wimbledon College of Art, Merton Arts Trail, Merton Arts Team, Merton Music Foundation, Wimbledon Studios and Workshop 305 to generate activity in town

‘We had over twenty different local musical acts play in our town centre, helping us to encourage new talent and benefit the wider community.’

Danielle Cleobury, Marketing and Events Manager
Each year the Love Wimbledon Board of Directors approve an annual budget to take forward the business plan for the year ahead. Annual audited accounts are produced and are available to BID levy payers on request. The following is a summary for the 2015/16 financial year.

**INCOME**
- BID levy £442,470
- Income from Piazza activity £43,465
- Commercial income & interest £23,716
- Wimbledon Guide £20,250
- Affiliate membership £1,860

**EXPENDITURE**
- Attractive, Vibrant and Cared for £141,418 (27%)
- Connected, Represented, Promoted £243,659 (44%)
- Services to Businesses £71,386 (14%)
- Management and administration £21,914 (4%)
- Overhead Costs £59,420 (11%)

**Net Surplus** £2,964

Income is derived mainly from the BID levy payable by the BID members for the year to March 31st, together with other contributions from landowners and excludes Value Added Tax. All income received is wholly applied in furtherance of the BID objectives.

Value of additional activity leveraged in over £40K to include: hanging baskets £14k, Piazza usage £5k, Tram advertising £10k, info desk rental £5k, use of various boardrooms for meetings £3.5k and event radios £2k.
THE LOVE WIMBLEDON BID DISTRICT

2016/17 MAKING A DIFFERENCE

THE NEXT YEAR WE ARE INVESTING TO:

- Improve public spaces
- Keep Wimbledon businesses at the forefront of Crossrail 2 developments
- Continue the partnership with the Police to reduce crime
- Lobby to improve parking facilities and reduce costs
- Deliver fun and innovative events
- Provide cost reduction business services

THE LOVE WIMBLEDON BID RENEWAL AUTUMN 2016

VOTE YES FOR THE VOICE OF BUSINESS

BID businesses have fed back the priorities for Wimbledon in the next five years. This information has informed our 2nd term BID proposal strategy

- Vote to keep crime down, to keep events going and retain an enviable shop and office occupancy rate
- Vote to keep the town centre promoted, to save money in waste, recycling and utilities and to have a team to lobby on your behalf
- Vote to keep the vibrant, popular activities that Wimbledon now has
- Vote to keep baskets and banners, and the Big Screen tennis
- And vote to make sure during Crossrail 2 there is a voice for business

KEY DATES:

- May - July: Businesses provide voter details
- 22 Sept: Ballot papers released - Voting starts
- 20 Oct: Ballot closes 5pm - Voting finishes
- 21 Oct: Outcome of ballot announced
- April 2017: Second BID term commences