



REPORTING TO OUR BUSINESSES 2021-2022

 **lovewimbledon.ORG**

The heart of SW19

EVEN IN THE PANDEMIC
Love Wimbledon's Big Screen
Tennis went ahead. Redesigned
for social distancing and
welcomed by businesses
and visitors with open arms.



A Greener More Sustainable Wimbledon



With 85% of businesses voting yes at the renewal ballot last October, Love Wimbledon continues to demonstrate that it delivers exceptional value, whether through services, placemaking or support. The BID provides a unique voice for businesses which otherwise would not happen. In the last couple of years during the pandemic, this really has been appreciated and relied upon. I would like to say thank you to the Love Wimbledon team who continue to put their all into the town centre supporting the businesses here and to all the businesses for your continued support.

This year we welcomed our new CEO, Craig Hurring, who previously worked at South Bank BID and who brings a wealth of commercial and BID experience with him. Already in 2022 under his leadership Love Wimbledon has secured funding for two new business support programmes, together with additional sponsorship income.

We updated our strategic aims for the next five years, which was informed by our extensive business survey and feedback from you. Our third and new aim of becoming a greener and more sustainable town includes attracting varied high street and office-based businesses, building relationships with Wimbledon communities, and providing direction for businesses in affordable ways to reduce our environmental impact.

As a business manager and levy payer, I understand the challenge everyone has faced with Covid-19, and I can assure you that your continued support will not be misplaced. Your Board will be ensuring the BID continues to deliver ambitious, cost-effective programmes to enhance and transform our town centre.

Paul Harvey, Chair, Love Wimbledon Board

The Board 2021-2022

Made up of town centre business community representatives, the Board meets quarterly to oversee Love Wimbledon activity and approve the annual budget and delivery plan. It has been chaired by Paul Harvey, Managing Partner at Morrison's Solicitors, since November 2016. For 2022-23 we welcome Elys and The Wimbledon Guild, bringing retail success and a charity into the Board.





Hartfield Walk

With five local businesses, Hartfield Walk has proven to be a popular place to sit, and have lunch - created by Love Wimbledon.

A New World of Opportunity



While I am writing this introduction, much of the excellent work found within the report is the responsibility of Helen Clark Bell and the Love Wimbledon team. Helen successfully led the BID from its inception through two highly successful renewal ballots. Delivering the renewal ballot result in October 2020 in the context of the pandemic was a tremendous achievement, and the team deserves so much credit for the excellent result.

Since joining the BID in January 2022, I've been impressed with the amount of town centre enhancement work the BID already undertakes and am looking forward to developing this further. Our programme of activities provides the sophisticated placemaking work that you would expect of a Business Improvement District that was 20 years old, rather than 10.

Despite the challenge of ongoing economic uncertainty, I'm excited about the year ahead. We'll be working with our businesses on some resilience events and office sustainability programmes, while transforming our digital marketing effectiveness, and looking at how we strategically promote our town centre to attract the right kinds of businesses we'd love to see thriving here.

It's been a tough couple of years but with our new five-year strategic plan, the redevelopment and future-proofing of Centre Court, transformative office redevelopments and two new hotels arriving, I believe there is a bright future for Wimbledon Town Centre, which the BID is committed to play its part in delivering.

Craig Hurring, Love Wimbledon Chief Executive



THE TEAM

Craig Hurring

CEO

Sally Warren

Strategic Marketing and
Placemaking Adviser

Jennifer Watters

Marketing and Events Manager

Jasmin John

Digital Marketing &
Communications Executive

Irina Todorova

BID Assistant

Tom Ruffell

Town Centre Ranger

Love Wimbledon

An Annual Report for you

We have an annual report for many reasons but most importantly it is for all businesses in Wimbledon to understand what we do and how we operate. Some facts:

- We are funded by businesses within a designated area who have a rateable value of over £20,000
- Charities pay just 20% of their levy
- We have a board which represents all types of businesses (including professional services, retailers, hospitality, charity) which evolves with the town centre
- There are over 600 different businesses in Wimbledon Town Centre employing over 10,000 people. Around 450 are BID levy payers
- We do not work for the council, we work with them and are a critical friend
- We are governed by national legislation and run as a not-for-profit company
- We are the voice of business and are here for our businesses with the ambition to be an evolving town centre where businesses thrive, people visit, and communities engage
- We had an 85% YES vote of support in 2021. We will be working to achieve our new aims for the next five years with our businesses

Most importantly we are here for businesses. This annual report reflects on some of the work we have delivered and outlines some of the work we are delivering. If you have any questions, please remember you can always contact us.

info@lovewimbledon.org

New owners Romulus are investing into significant improvement and changes at Centre Court. Phase one opens 2023.



Wimbledon serving a smashing set

It's been a turbulent couple of years for many businesses, and we are not going to shy away from flagging up the obvious loss of retail in the town centre.

However, we have many businesses looking to grow here and with new workspaces having been completed and let, Wimbledon is in a strong position to support young and established businesses. In the last year our retail closure rates have been significantly below the national average and twelve NEW businesses opened on our High Street. The town continues to be a place of choice to own or run a business.

CENTRE COURT INVESTMENT

Romulus, the new owners of Centre Court, are rethinking their spaces. They are investing significantly in repurposing Centre Court to mix shops, eating, working and getting healthy with new spaces and places including a retractable opening roof.



NEW HOTELS OPENING

Following on from the popular Premier Inn opening pre-pandemic, the Travel Lodge PLUS on Hatfield Road is completing soon. The heritage 'old bank buildings' have received planning for a boutique hotel bringing in more visitors for the street facing businesses of Wimbledon. These fill the corporate need of local accommodation for visitors to their businesses, bring in international tourists and places to stay for visiting relatives of local families.

NEW BUSINESSES CHOOSING WIMBLEDON

In the last year alone, Wimbledon has seen new restaurants, a DIY store and a number of health and wellbeing enterprises choose to locate here. We have also welcomed a range of new office-based businesses looking for an accessible location. The YMCA continues its investment programme into new homes, spaces and commercial units.



A SAFE AND SECURE NEIGHBOURHOOD

Our town centre remains one of the lowest areas for crime in London and it's one of the key reasons why so many businesses choose here. Love Wimbledon is part of a network of businesses working with the Metropolitan Police to maintain this.

TRANSPORT LIKE NO OTHER

As flexible working is the norm, Wimbledon has to be the most accessible suburb in the country: trains, trams, tubes and with us trialling e-cargo bikes PLUS the town's 250+ bike racks, two wheels is becoming the norm!

Love Wimbledon continues to promote the positive attributes of having new businesses here as well as supporting the businesses that we have.



Over the next five years
our vision is to deliver,
enhance and underpin
three main strategies:

Aim01 **Better places, spaces
and experience**

Aim02 **Promote and
support businesses**

Aim03 **Greener and more
sustainable**

Events and activities

From Big Screen Tennis in the Wimbledon fortnight to Friday Food & Play, Love Wimbledon aims to create high quality, popular things to do or see in Wimbledon.



New! for 2022
Sustainable
market!

MONTHLY MARKETS

Our popular Monthly Markets on The Piazza continue and we are trialing a range of new stall holders including sustainable, vegan and vintage. There are around 25 market traders of local makers, including bakers, street food, gifts, homewares, jewellery, and unique pieces.



The town has some unique venues from New Wimbledon Theatre and its fringe theatre space; The Studio, Merton Arts Space and its up-and-coming performances, Polka the UK's first and recently refurbished, children's theatre and two cinemas are a major cultural and economic boost for the town centre. Longer term, Wimbledon could house an internationally recognised arts centre – now that really will put SW19 on the map.

A Christmas boost



WINTER WEEKENDER

Previously a one-day event we hosted a two-day celebration with a market, activities and entertainment around the town. Local community groups joined in, as did many businesses, increasing footfall.

Date for 2022 – 26-27 November



CHRISTMAS MARKETS

Our Christmas markets shone some much needed light in December 2021. Outside they provided a comfort blanket for many seasonal shoppers and created an attractive and festive space in the town centre.

New!
for 2021

THE RETURN OF THE REINDEER

Our reindeer trail proved ever popular and this year we had two new reindeer promoting the panto performances at The Polka and NWT. A sparkly delight with the added benefit of public seating, something Love Wimbledon continues to campaign for more of.

DID YOU KNOW: The reindeer plinths have been reused for this year's Jubilee trail



A seasonal favourite, and a beacon of light in the height of the pandemic.



lovetwimbledon
f t i .ORG

CentreCourt
Shopping

elys

Christmas
Markets

Bird Wall Art

THE PIAZZA

Reindeer trail

Reindeer trail

A summer of socially distanced / outdoor events

BIG SCREEN TENNIS – BACK IN TOWN

The tennis was on, albeit a little lower key, we had eleven days of great volleys on our BIG SCREEN all admired from the Love Wimbledon tennis zone. The banners and flower baskets around town made a more attractive and welcoming town centre. We continue to ask all businesses to engage with the tennis by creating your own shop or window displays.



SUMMER SITOUT

The picnic tables returned, and The Piazza was again buzzing with people meeting and greeting, eating and talking making the most of outdoors after many months of lockdown.



AUTUMN ARTS REVAMPED

In September we had a delicious mix of artists and designers selling their crafts and workshops attracting families into town.

New! for 2022

Watch out for something different this year:



CELEBRATING THE JUBILEE

Five plinths around town, all celebrating The Platinum Jubilee, and one has been designed by local school children. Visitors can admire them or sit on them!

FRIDAY : **FOOD & PLAY**

5th August and 2nd September

Games, street food, cocktail mixing, beer & cheese pairing and more. Many of our businesses are participating in a Wimbledon first to get visitors tasting the best of the best we offer.

NEW WINTER WEEKENDER
26-27 November

Food, activities, rides and we have some exciting changes in store this Winter, please look out at our newsletter updates. Not signed up yet? Get in touch!



Blooming marvellous

Making the town greener was on the top of the agenda for both businesses and visitors to Wimbledon Town Centre. We have 'taken over' several flowerbeds and continue to make sure Wimbledon gets budding baskets all summer.



This year we delivered and maintained:

- New plant screens to camouflage empty shops
- A unique, green lamppost with bird box and solar power
- Two giant 'hive' planters
- Over 100 hanging baskets
- Two green roofs
- Fourteen flowerbeds



Keeping the town clean



GRAFFITI AND FLY TIPPING INCREASE, BUT WE ARE ON IT

We are seeing increased levels of graffiti and other antisocial waste issues around town which we continue to resolve in partnership with Merton Council and property owners. Our ranger patrols daily, and we are on it so if you see any tags of posters where they shouldn't be, please let us know so we can keep our town graffiti free. Keeping the town clean is about resolving the issues.

Our ranger resolved:

639 issues of fly tipping

394 major litter issues

63 highway issues

340 instances of graffiti

262 instances of fly posting

Three drain / leak issues

TENNIS DEEP CLEAN

During the tennis we extra deep clean priority areas in the town centre, removing gum and cleaning up grot spots.

A range of exclusive services for your business

Love Wimbledon provides a range of services for you, many are free for BID levy payers or at a reduced rate. From promotion to waste we constantly look at what we can provide to get you maximum value.

New!
for 2022

Love Wimbledon has been awarded a business resilience grant to provide a masterclass training series for all types of businesses delivered in partnership with Merton Chamber of Commerce. Please keep an eye on our website for more details.



01 AFFORDABLE WASTE AND RECYCLING

In the last year our waste providers First Mile collected the following from Wimbledon businesses and kept waste collection out of landfill by:

- **RECYCLING** 366 tonnes of waste including two tonnes of electrical and printer toner waste
- **ANEROBICALLY DIGESTING** 23 tonnes of food and two tonnes of coffee
- **CONVERTING** 250 tonnes of waste to energy



SO WHAT'S THAT THE EQUIVALENT TO?

- **3,000 trees saved**
- **460 tonnes of CO2 saved**
- **144,000 KWH of energy produced**

Signing up to our waste providers provides a reliable, cost effective service to help BID businesses save money.



NEW OCTOPUS GREENER ENERGY

Sign up to get affordable green energy through our partners First Mile. Please contact us for details.



02 THE NEW WIMBLEDON GIFT CARD

With online retailers competing in our market and office-based businesses asking how they could support the town, we launched the new Wimbledon Gift Card. The card can be redeemed in a range of Wimbledon businesses including Elys, independents, shops, restaurants and health providers. It is free for businesses to participate in and offers rewards for employees to enjoy locally purchased goods and services.



03 E-CARGO BIKE TRIAL

With government funding, we worked with Cross River Partnership and Merton Council on an e-cargo bike trial and longer-term transfer of business fleets to electric. Businesses signed up and we will be investigating ways to develop a green delivery strategy for the next term.

04 HELPING ROUGH SLEEPERS

Our number one aim is to support people off the streets, and we achieve this by working with authorities and charities. Unfortunately post Covid there has been a rise in vulnerable people on our streets all over the country, and we will continue to work with partners to support them.

05 MANAGING CRIME AND THE NIGHT-TIME ECONOMY

Love Wimbledon works with the police, Merton Council and CCTV to reduce crime. We have key high street businesses on Town Link Radio, which enables businesses to connect and highlight any crime quickly and effectively. If you want to have your own radio, please contact us.

We run Pubwatch, which all pubs, bars and clubs can attend. The group works together to reduce anti-social behaviour, improve community relations and share knowledge of the industry. Love Wimbledon partner with DISC to provide the software package Littoralis, a shared image bank to minimise anti-social behaviour. Please contact us if you would like to join.

New! for 2022

LOVE WIMBLEDON WINS GRANT TO GET BUSINESSES TO NET ZERO

In summer 2022 Love Wimbledon was one of a handful of successful BIDs receiving the opportunity for funded support to work with businesses to reduce their carbon footprint. Concentrating on the built environment, the Love Wimbledon team will be working with twenty businesses and a team of experts to deliver practical and measured changes that have proven success. In trials initial results include:

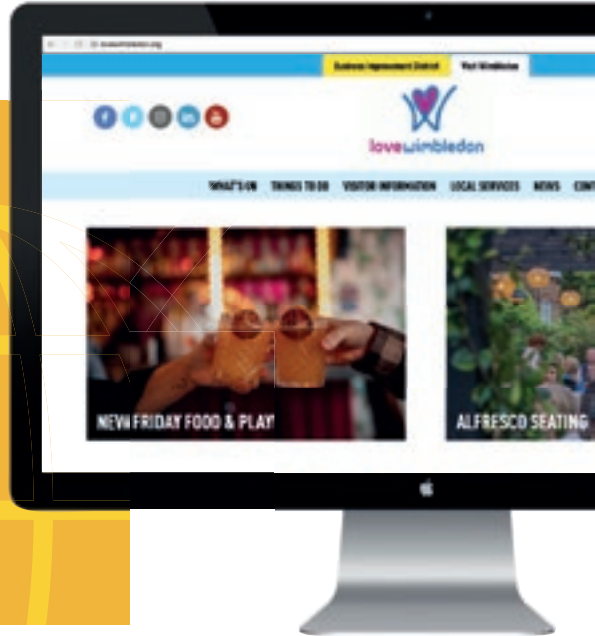
Business energy bill savings of £8,300 on average
Reduction in energy by 16%

Promoting businesses

We work to promote the town centre and your business and much of that promotion is free for BID levy payers.

Free Promotion:

- Google 360 photos including upload
- Social media shares
- Listing on lovewimbledon.org
- Business and consumer newsletters
- Privilege Card offers
- Love Wimbledon map listing
- Magazine editorial
- Job vacancies and careers



COMMUNICATING TO YOU AND CUSTOMERS

We make sure we communicate to you and for you.

We see high opening rates in both our monthly business and consumer newsletters and the Privilege Card and market updates are really popular. This means customers can find out more about the businesses in Wimbledon and your teams can be part of the Wimbledon community.

During the pandemic communication was our number one priority ensuring businesses were kept up to date with local and national legislation and support.





The Love Wimbledon Map

PROMOTING BUSINESSES AND THE HIGH STREET

In 2021 we developed the new Love Wimbledon map and delivered it to over 50,000 homes, hotels and businesses. It highlights all the street facing businesses in town.

That's good for business!



THE LOVE WIMBLEDON PRIVILEGE CARD

As offices have returned and life gets back to normal we are seeing an increase in Privilege Card applications. Free for anyone who works in the town centre the card has over 70 offers which change regularly.

5,500 users
70+ GREAT OFFERS
Monthly emails
to card holders

It's Free!

Please go to the website to place an offer or order cards for your teams.

WE CONTINUE TO SUPPORT OUR BUSINESSES THROUGH DIFFERENT MARKETING PLATFORMS.

Love Wimbledon marketing in numbers for 2021-2022:

- Printed **50,000** maps which promote businesses
- Over **291,000** views of our website
- **62,000** visits to our Twitter page creating **700,000** impressions
- We have built our Instagram reach to over **100,000**
- **29,000** external links clicked to Wimbledon businesses from **lovewimbledon.org**



And last but not means least...

JOIN THE WATER REFILL CAMPAIGN

Love Wimbledon secured a new water refill station placed outside Tesco and many restaurants, pubs, cafes offer a free refill station. Let's keep plastic bottles out of landfill and make sure you sign up for ultimate green exposure.

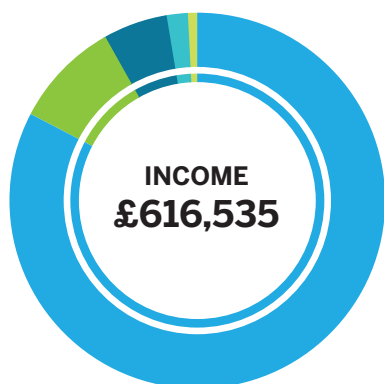


**The Wombles
are very
much part of
Wimbledon's
DNA, including
our wall art**

Financials

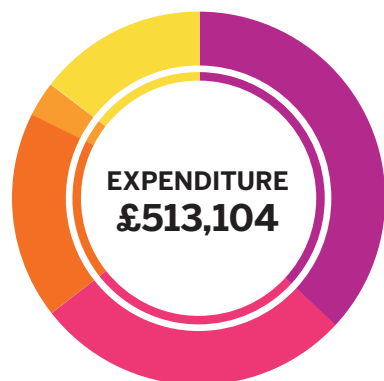
Each year the Love Wimbledon Board of Directors approve an annual budget to take forward the business plan for the year ahead. Annual audited accounts are produced and are available to BID levy payers on request. The following is a summary for the 2021/22 financial year.

In 2021/22, an additional 40% of our income for Wimbledon came from external sources, leveraging more investment for the town



INCOME

BID levy	£509,355
Income from Piazza activity	£55,847
Commercial income and interest	£34,666
Landowner contributions	£11,667
Other income	£5,000



EXPENDITURE

Engaging events and placemaking	£190,189 (37%)
Marketing and promotion	£139,854 (27%)
Business services and support	£93,064 (18%)
Bright future	£15,200 (3%)
Overheads, management and admin	£74,797 (15%)

TOTAL SURPLUS: £103,451

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, grant funding and commercial activity and excludes Value Added Tax. All income received is wholly applied in furtherance of the BID objectives.

Get the best from the BID!

Love Wimbledon is here for the businesses of Wimbledon. Have you thought about:

- Reading our newsletters
- Tagging us into social media posts which could be of interest
- Joining our recruitment drive to promote your business and industry to future employees
- Signing up to our 'Business Climate Challenge' fund to get your business even greener
- Attending one of our masterclasses this year to give businesses tips on how to stay afloat and grow in these challenging times
- Promoting our events to your staff
- Coming along to our AGM in September and to networking events
- Participating in one of our events
- Getting everyone in your team to sign up to the Privilege Card for everyone who works in Wimbledon Town Centre (it's free)
- Get our team to take FREE 360degree photos of your office / high street business and we get them uploaded to Google
- Sign up to Townlink Radio to help manage crime
- Sign up to our waste services and receive a competitive quote
- Offer the Wimbledon Gift Card, it doesn't cost you anything but could cost you business if you don't!

If you have a niggles or a giggle, then let us know – email us at info@lovewimbledon.org

Love Wimbledon's
popular
Jubilee
installation.



JUBILEE

elms

A Wimbledon Welcome to all the new businesses in town



lovewimbledon

BUSINESS IMPROVEMENT DISTRICT

Tuition House, 27-37 St George's Road
Wimbledon, London SW19 4EU
020 8619 2012
info@lovewimbledon.org

lovewimbledon.org



PROUD MEMBER OF
THE BID FOUNDATION



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