



lovewimbledon

BUSINESS IMPROVEMENT DISTRICT

lovewimbledon.org/the-bid

Wimbledon Town Centre

Where businesses thrive, people visit and communities engage.

2022-2027 Business Plan



**Wimbledon Town
Centre had the
UK's first rainbow
crossing, in
partnership with
Merton Council
and Bar CMYK**



2017-2022 Important Aims, Extraordinary Years

**Over 90% of
our businesses
said they
support Love
Wimbledon**



Since Love Wimbledon was created nearly ten years ago, we have had the ambition to be creative, to be transparent, to deliver and to listen. In 2016, after detailed consultation with our businesses and users of the town centre, we formed our second term aims and objectives and set out to accomplish the following:

- 01 Deliver engaging events and placemaking**
- 02 Develop leading marketing and promotion**
- 03 Provide inspiring business services and support**
- 04 Ensure a bright future for Wimbledon**

Every year our annual report reflects on our performance and delivery, outlining how we achieved each objective.

You can read our annual reports on our website. We will be asking for that continued support for the next five years to strengthen our high street, inspire employees, provide a voice for businesses and improve Wimbledon Town Centre, making it a better place to have a business.

PLEASE READ ON »

The Love Wimbledon BID, The Heart of Wimbledon

Wimbledon is a place with an international reputation and first class transport connections, with the town centre at the economic heart of SW19. The town centre is performing well, but with increased competition and evolving changes in the way people go to work, shop and use a regional centre, Wimbledon has the opportunity to step up and become a greener, more interesting place with a welcome choice of things to do and places to go.

Over the last five years, Love Wimbledon BID has worked hard to support business, promote businesses and the town centre, improve the look and feel and develop activities, events and partnerships to make Wimbledon a better place. But what does this actually mean? Well for us, it's been about seeing an active and attractive place for all businesses, it's been about improving the environment to trade and to run a business; strong footfall, lower crime rates, quantifiable marketing and creating a place that employees want to work in and is attractive for new businesses too. We have delivered this by listening to business needs and constantly looking to improve both as a team and as a place.

There is a new "post-Covid" world in which Wimbledon Town Centre has shown remarkable resilience, but it needs a stronger future. That's where Love Wimbledon BID comes in, to attract more investment and funding, keep crime low, maintain a cleanliness strategy, promote our businesses and continue to deliver a range of popular events and activities.

Wimbledon is experiencing a renaissance and the future is one where businesses, property owners, residents and community groups can come together to create a thriving, popular, attractive and greener place for all to the betterment of the town centre.

This is why your support is invaluable and we ask you to make a difference to the future for Wimbledon Town Centre by voting YES to the



Helen Clark Bell, **CEO, Love Wimbledon BID**
helencb@lovewimbledon.org



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Our Vision for 2022-2027

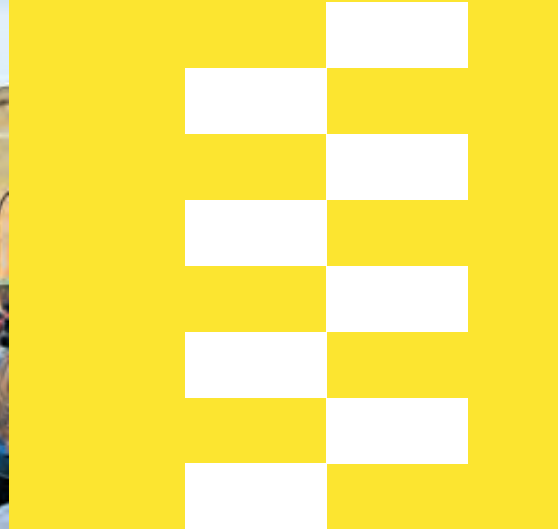
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**Hartfield Walk,
a reimagined
space to support
businesses on
the road to
Covid recovery**



The Tennis Big Screen



St Mark's live events

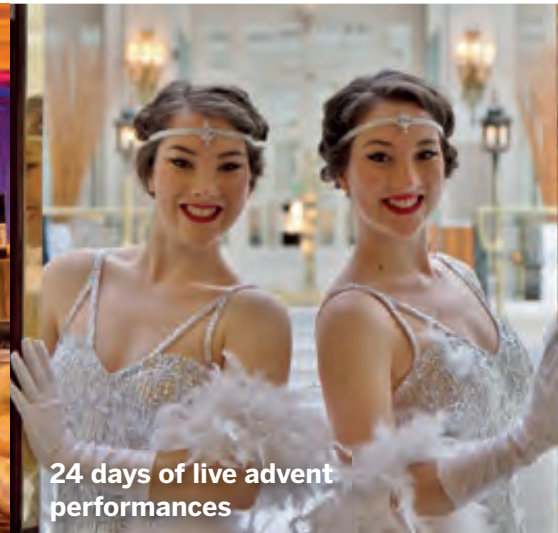


Hartfield Walk

Aim 01
ENGAGING EVENTS
AND PLACEMAKING



Monthly Markets



24 days of live advent performances



2017 - 2022

Ensuring Wimbledon is an attractive, interesting and safe environment with things going on and lots to experience, remained our priority. To many of our businesses they saw the benefit of these activities from improved footfall, increased sales or employee and customer engagement.

A massive range of events

We created 200 days of popular events in a year for families, for sports enthusiasts, for fun and for all. We set out to make our events improve the experience of the town centre for employees, residents and visitors from summer seating pop-ups for lunch to reindeer trails for everyone.

EVENTS

- Wimbledon Big Screen
- Ride London Street Party
- Winter Wonderland
- Monthly & Christmas Markets
- Reindeer Trail
- Nosh at the Place
- Pumpkin Hunt
- Summer Sit Out
- Arts Events
- Advent Calendar



We created over 200 days of activities each year

Wimbledon Winter Wonderland drew over 20,000 visitors

We made places

With development CIL funding through Merton Council, we created Hartfield Walk - a reimagined space to sit, with planting, kiosks and eco messaging. It's been a welcome addition to the town centre.

With other funding we were able to develop SECRET Wimbledon which included the new 'Oh So Quiet' Bird mural. In times of Covid, this proved to be particularly beneficial as it provided something to do outside.



'Oh So Quiet'
Street Art



The Wimbledon Markets



Our yearly 25ft Christmas Tree

We brought a twinkle to your eye

Every year over 30,000 lights twinkle in Wimbledon. Whether on the Christmas Tree, outside Centre Court Shopping, opposite the station or in St Mark's Place, we light up the lives of Wimbledonians.

"It's better than Trafalgar Square!"

We kept it clean

Levels of fly tipping, graffiti and litter have increased. Having an active Ranger walking the town daily has meant 954 graffiti, 2,009 fly tipping and 140 utility issues have been reported and resolved since April 2017.

We also action deep cleaning and 'spring cleaning' around the tennis. The town needs maintenance in addition to the service from Merton Council.



We planted more

- From lobbying for more street trees to planting over **400 saplings** along Hartfield Road, we always look for opportunities to plant more
- Trialled a New **LivingLampost™** with solar panels and an App watering system
- Curated and managed the town centre high-profile flower beds
- Instigated the **500+** hanging baskets sponsored by All England Tennis
- Introduced **50+** species of air pollutant busting plants
- Enabled the first **green meadow** roof in the town centre



Baskets, planters, lampposts, beds, green roofs – we do a lot of planting

We got The Wombles back

The Wombles probably have the most synonymous association with Wimbledon after the tennis. Through external funding we were able to remove a wall of graffiti tags and create original artwork for all to see. The project has uplifted a railway path in the centre of town.

“They are wonderful and I am thrilled that I will see them every day”

Wimbledon Resident on Wall Art



Vote YES to:

- Events for the town centre stretching from East to West of the Broadway
- Lobbying for further improvements eg: improved cleansing, placemaking activities
- An effective Welcome to Wimbledon strategy, improving places and spaces

To make Wimbledon a better place to visit

With funding from South West Trains we were able to remove a wall of graffiti tags and create a Wombles mural



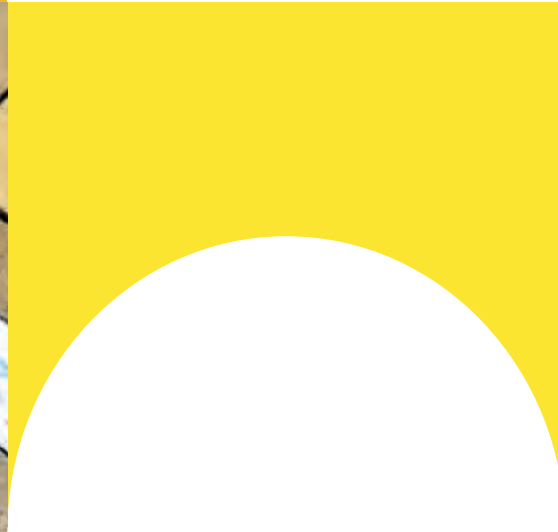
Free Google 360 photos



#LoveLocal campaign supported businesses through and reopening after lockdowns



Aim 02 LEADING MARKETING AND PROMOTION



According to survey feedback, informing people about the great businesses and the different things to do and see in Wimbledon is top of the list for our customer-facing businesses.

With increasing competition, Love Wimbledon is at the forefront of benchmarking and marketing the town, leading to improved footfall. But we promote more than just high street businesses - our network of offices is crucial to the vitality of the town centre and its future.

See the numbers

Over
21,000
followers on our
SOCIAL PLATFORMS

AROUND
8 MILLION
photo views
of businesses
CREATED BY US

 More than a **MILLION**
views of our website

“The team has promoted and supported our new business throughout opening – they are absolutely on the ball with marketing, it’s what all town centres need.”

New Wimbledon Business, Multea Choice

Vote YES to:

- Keep the popular website, connected social media, the 'Our Wimbledon' guides, town centre map and newsletters to our extensive database
- Keep the great offers on the town centre privilege card for everyone who works in the BID area
- Be kept up to date with our regular consumer and business newsletters
- Be a strong collective voice to lobby on behalf of and promote Wimbledon town centre businesses

2017 - 2022
We Delivered



**We install
banners
every year**



We advertised and door dropped

We provided businesses with, and door dropped, the very popular Love Wimbledon map which gets updated yearly. We delivered over half a million guides to what's on in Wimbledon, promoting new businesses, brands, independents and events. We continue to work with media partners to promote Wimbledon Town Centre.



FREE 360° photos posted on Google

We provide FREE services

Including website presence for ALL businesses, 360-degree photos taken and loaded onto google, active social media support and new business support (including a welcome pack). We measure our marketing, from users to reach, and aim to make year on year improvements.

Our website promoted the town and you

With over a MILLION views and over 50,000 external links clicked, mainly to Wimbledon businesses, the website has two roles – promote to your customers and keep businesses up to date on all things Wimbledon. Our SEO is often ahead of many of the High Street brands, reflecting the prominence of the site to customers. The website promotes both public facing and office based businesses.

We increased our followers

We have over 21,000 followers on our platforms and have created 'go to' accounts for customers and businesses. Our aim has been to communicate transparently and to support and promote BID businesses in Wimbledon Town Centre.

Got a Vacancy?

Sharing employment opportunities with our network and promoting the town as a great place to work helps to fill vacancies with local people.

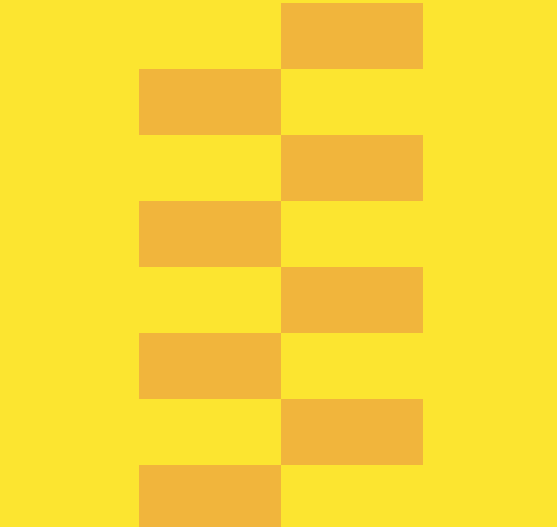


Wimbledon businesses see marketing and promotion as one of the most important aims for the BID

There's a range of networking events



Our eco delivery trial got the thumbs up



Aim03

BUSINESS SERVICES

AND SUPPORT 2017-2022



We support new business openings and workplace moves to the town centre

Love Wimbledon BID helps businesses with money saving services, practical support and facilitated business promotion and networking. We have worked continuously with businesses, the Police and Merton Council on crime management initiatives because we want to see crime figures stay low.



There's a strong business network in Wimbledon

Over 5,000 Privilege Card users and more than 124 business offers

2017 - 2022 We Delivered



Vote YES to:

- Keep our Privilege Card for everyone who works in the BID area
- Save money through subsidised waste collection and the joint procurement service
- Support and promote established and welcome new businesses into town
- Free Merton Chamber of Commerce membership
- Dedicated support for night-time economy operators
- Crime reduction initiatives between businesses / CCTV / Littoralis website / the Police

The Privilege Card Boomed

The Love Wimbledon Card promotes many businesses in town and also acts as a great catalyst to engage employees. Anyone working in Wimbledon can have one for free, and over 5,000 employees have already got one in their pocket!



“We are part of a network of night time economy businesses set up by Love Wimbledon, helping to reduce anti-social behaviour, promote our businesses and support the local community.”

Prince of Wales Pub

We Are Open

We provided a range of support services during lockdown as well as online updates and briefings which received very positive business feedback. Our campaigns to support businesses returning after lockdown enabled many businesses to open quickly and we were there to promote them.

“Well done. You are doing a great job especially in the pandemic.”



Together we saved trees and you saved money

Offering a range of competitively priced waste services has helped many offices and shops. Since 2017, business recycling has saved 13,000 trees and we have collected 1,440 tonnes of recycling including WEEE recycling.

**Gina Conway
Aveda, winning at
the Merton Best
Business Awards**



You Won Awards

The Wimbledon business community should be proud of winning many categories in the Best Business Awards. Many were finalists and winners in the Food and Culture Awards for South West London which we supported and businesses gained the recognition they deserve.

87% of businesses see crime prevention as important

Crime reduced

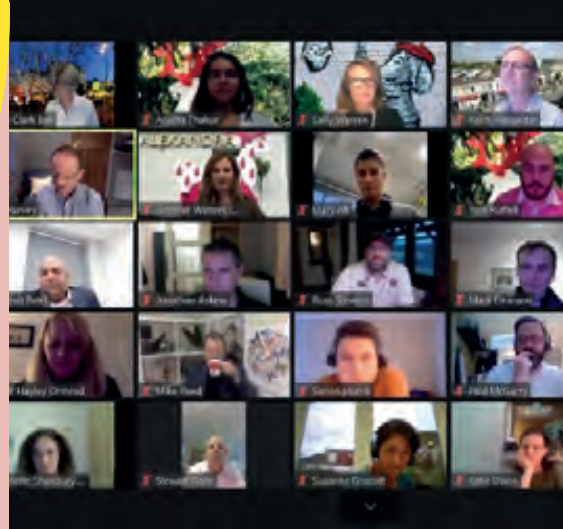
One of the most important aspects of Town Centres is keeping crime low. We are pleased to report petty crime dropped by nearly 50% and we will continue to extensively work with the Police, Merton Council and CCTV to manage crime. We run night-time economy programmes to help reduce anti-social behaviour.

Vote YES to:

- Lobby for improved broadband provision for businesses
- Continue crime prevention
- Increase savings for more businesses



**Crime has
reduced by
half in the
last five years**



Aim04
A BRIGHTER FUTURE
 FOR WIMBLEDON 2017-2022



Our aim is to bring the business voice to consultations and lobby to get businesses heard in matters of strategic importance.

Love Wimbledon takes responding to consultations and planning applications seriously, working to get business priorities heard.

In the last five years we have held events and promoted consultations on Merton Council's Local Plan, Merton Council's Masterplan, a range of planning applications and the Neighbourhood Plan.

"BIDs are very relevant and vital, particularly in the most recent and ongoing challenging economic conditions. I am delighted and very grateful to have Love Wimbledon working alongside us and on our behalf in generating the very best possible outcomes for The Piazza, Wimbledon and, of course, for the town as a whole."

*Simon Donaldson - General Manager,
BMO Real Estate Partners*

Vote YES to:

- Plan for a sustainable built environment strategy aiming to keep Wimbledon open to business
- Lobby to improve the quality of buildings and spaces to help business
- Our work to attract new businesses, investors and funding
- Strongly represent the interests of town centre businesses



An easily accessible workplace

- ✧ HQs ✧ Start-ups ✧ Financial
- ✧ Professional services
- ✧ Work hubs ✧ Creatives



Peldon Rose is one of many offices in Wimbledon, creating a very special place to work

We are a Suburban / Urban Hub

We have the benefits of a city and the reduced commute of somewhere local. More businesses are choosing locations like ours, and to help them we will continue to lobby for transport improvements and making Wimbledon a greener town.

An attractive high street proposition

- ✧ New hotels ✧ New pop-ups
- ✧ Independents ✧ Great brands
- ✧ Cinemas & theatres
- ✧ Over 90 places to eat
- ✧ A VERY successful department store
- ✧ New shopping centre owners

2017 - 2022
We Delivered



CEO, Helen Clark Bell
being interviewed
by the BBC



SCAN ME

Connect with us
on LinkedIn

The business voice is recognised

We ran business, property owner and agent updates to keep interested parties in the loop on Crossrail, The Wimbledon Masterplan and The Local Plan. We met with politicians and organisations, flying the Wimbledon flag to get our voices heard.



Wimbledon
has two
cinemas and
two theatres
with culture
at its core

Cultural and Community Investment

The Polka is the UK's first children's theatre and has had a major refurbishment bringing active street frontages and great spaces to the town. The YMCA is about to embark in a major redevelopment of new community spaces and homes, whilst a number of sites are about to create refurbished and new office space. We supported these changes and will support a new arts centre for the town.



  Wimbledon

2022-2027

The next five years





A Better Wimbledon

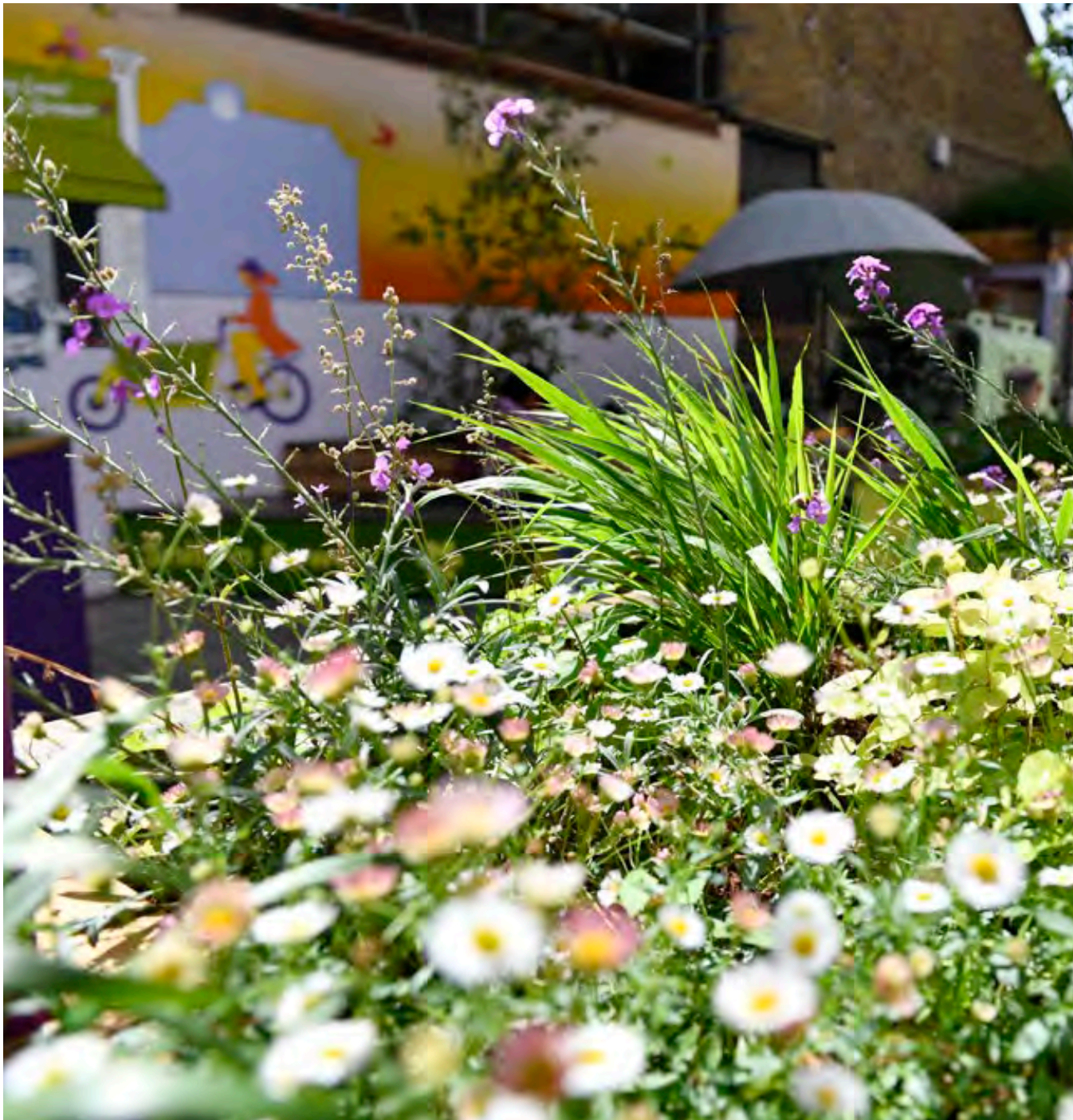
Our ambition is to be an evolving town centre where businesses thrive, people visit and communities engage.

We will deliver, enhance and underpin three main strategies:

Aim01 **Better Places, Spaces and Experience**

Aim02 **Promote and Support Business**

Aim03 **Greener and More Sustainable**



Aim 01

Better Places, Spaces and Experience

What makes a town centre?

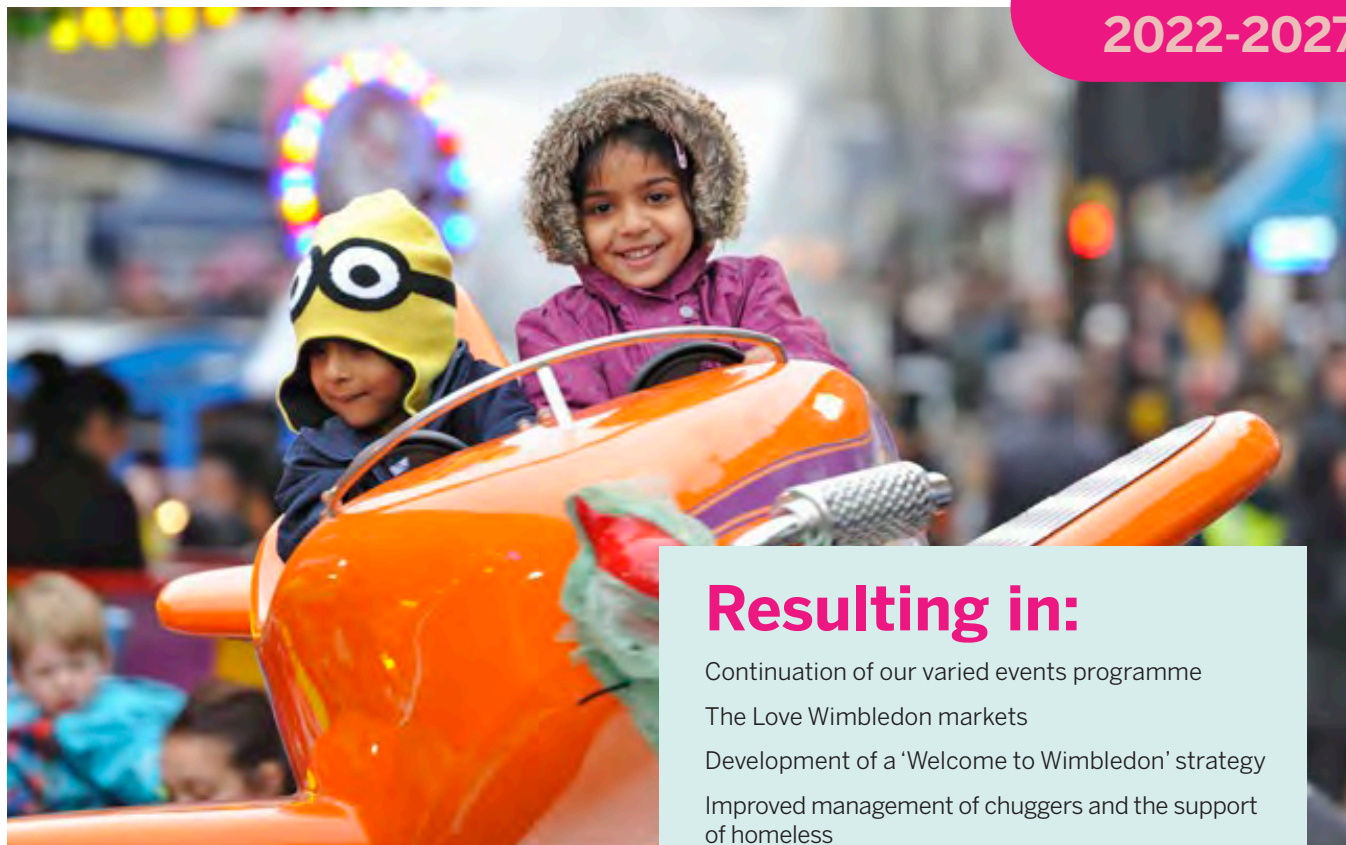
People, businesses and places.

Love Wimbledon will continue to invest in, seek funding for and work to improve placemaking through planting, creative installations and cleanliness.

We want to see people choosing to have a business in Wimbledon, visitors having a good experience of Wimbledon and for it to be a place of choice to work.

We will:

- Deliver a range of engaging events around the whole town
- Lobby for and improve the Wimbledon experience
- Provide a clean and safe environment
- Further develop crime and anti-social behaviour management strategies
- Work with partners and property owners to bring more improvements to Wimbledon Town Centre
- Seek new funding opportunities to improve places and spaces in town



Resulting in:

- Continuation of our varied events programme
- The Love Wimbledon markets
- Development of a 'Welcome to Wimbledon' strategy
- Improved management of chuggers and the support of homeless
- Developing ideas to fill shops and improve their look and feel when vacant
- Attracting a range of new businesses and investors / funding
- Keeping streets clean
- Support for a new arts centre
- Looking for opportunities to create more pop-ups, seating areas and planted spaces
- Increased lobbying for station refurbishment
- Lobbying to improve the quality and greenness of buildings and spaces created by new development and refurbishments





Aim 02

Support and Promote Businesses and the Town Centre

With strong marketing comes a clear message. The aim is to entice customers and employees through energetic and inspirational marketing. Letting people know news about Wimbledon, what is happening and working to engage users, businesses are able to benefit from the raised profile.



We will:

- Promote all businesses
- Continue to deliver powerful marketing of the town centre as a place to work and visit
- Continue to support businesses with their own marketing
- Deliver a range of business networking events
- Provide greener business services to save money
- Build relationships to #LoveLocal
- Be the advocate of Wimbledon business

Resulting in:

Continuation of the Love Wimbledon privilege card for everyone who works in Wimbledon

Increased social media following and engagement

Provision of free 360 degree Google photos

Regular communication to all businesses bringing up-to-date business information

Competitively priced, green services

An accredited suppliers / vendors directory

Supporting business awards recognising our mix of businesses

Being your 'one stop shop' to answer business queries on anything to do with the town centre

Money-saving recycling and waste collection including FREE electrical goods pick-up

Actively promoting our retail, hospitality, leisure and cultural destinations to visitors including through our town centre map

Keeping businesses up to date with grants, legislation and changes that could impact them



The Alexandra winning awards



The Zero Waste shop



Aim 03

Greener and More Sustainable

A varied choice of shops and office based businesses, greener streets and buildings which address environmental concerns. We have big ambitions and want to lobby to reduce traffic impact and improve air quality. Our businesses have greener aspirations for the town centre and we will work towards that goal.



We will:

- Develop our #LoveLocal strategy to promote Wimbledon as a place to work, shop, eat and enjoy
- Create a strategy to promote working in Wimbledon
- Promote the town centre as the place for business in South West London
- Improve community input and inclusion
- Step up support for a healthier lifestyle
- Create more seating and greening
- Provide direction and support on reducing the environmental impact of business

Resulting in:

The development of the promotion of a 'Working in Wimbledon' campaign

Encouraging varied businesses into Wimbledon

Develop a green 'getting to work' strategy

Enhancing our work with communities

Encouraging more independents, better brands and higher quality street-facing businesses

Working with offices and landlords to improve the green credentials of buildings

Lobbying for developers and Merton Council to include affordable commercial space in new developments

Engaging with local young people to help create a town centre for the future

Lobbying to improve air quality, traffic reduction and healthier streets

Lobbying for greener deliveries



“I believe Love Wimbledon is the perfect organisation that supports local businesses and helps Wimbledon thrive.”



The team

Helen Clark Bell
CEO

Sally Warren
Strategic Marketing Adviser
and Placemaking

Kevin Gallagher
Operations Manager

Jennifer Watters
Marketing & Events Manager

Anisha Thakur
Communications Executive

Keith Alexander
BID Assistant

Tom Ruffell
Town Centre Ranger

THE MAYOR'S
GOOD WORK
STANDARD



The Love
Wimbledon Team

About Love Wimbledon BID

A Board that Represents Wimbledon Businesses

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.

The Board

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.

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

Our Values

We will work to be:
Transparent | Responsive
Sustainable | Innovative

New Wimbledon Theatre,
part of Wimbledon's DNA

The Current Board Members Are:

Paul Harvey, Chair & Secretary – Morrison's Solicitors
Roy Bromley – Antoinette Hotel
Gareth Rees – Gem & Co. Financial Services LLP
Nick Parr – New Wimbledon Theatre
Gina Conway – Gina Conway Aveda Salon and Spa
Mick Dore – The Alexandra

Angela Attah – CIPD
Christopher Kitley – Elys of Wimbledon
Diana Sterck – Merton Chamber of Commerce
Alex Tosetti (co-opted) – Cities Reloaded
James McGinlay (co-opted) – London Borough of Merton
Borough Commander (co-opted) – Metropolitan Police



The Love Wimbledon BID Levy

Payments and Spend

- The BID levy is fixed at 1% of rateable value of the current rating list.
- The BID levy may only be increased annually, with effect from 1st April in a particular year, 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 2022.
- The BID levy will be applied to all ratepayers with a rateable value of £20,000 or more.
- Charitable organisations in receipt of mandatory 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.
- All hereditaments with a retail use located within Wimbledon Station AND only beyond the paid ticket barriers shall receive an 80% 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 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 2022 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)

Financial Forecast 2022-2027

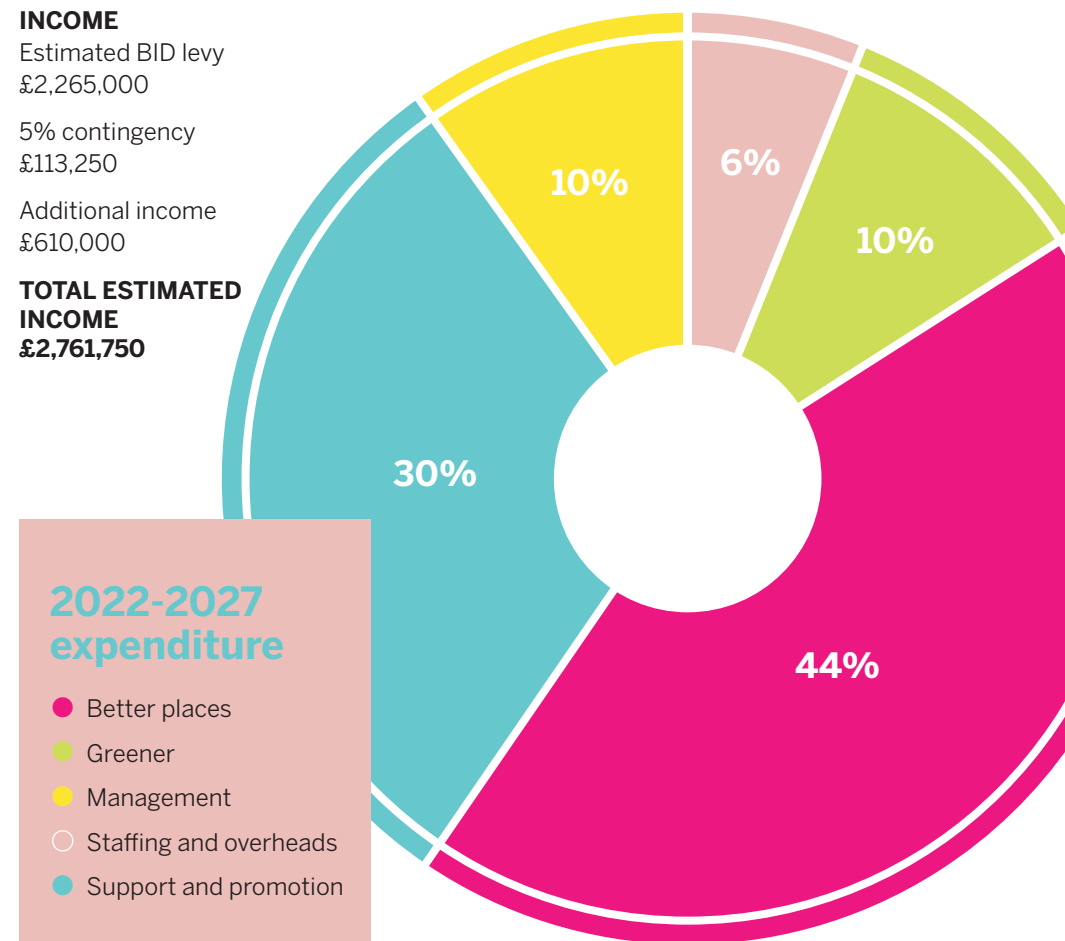
INCOME

Estimated BID levy
£2,265,000

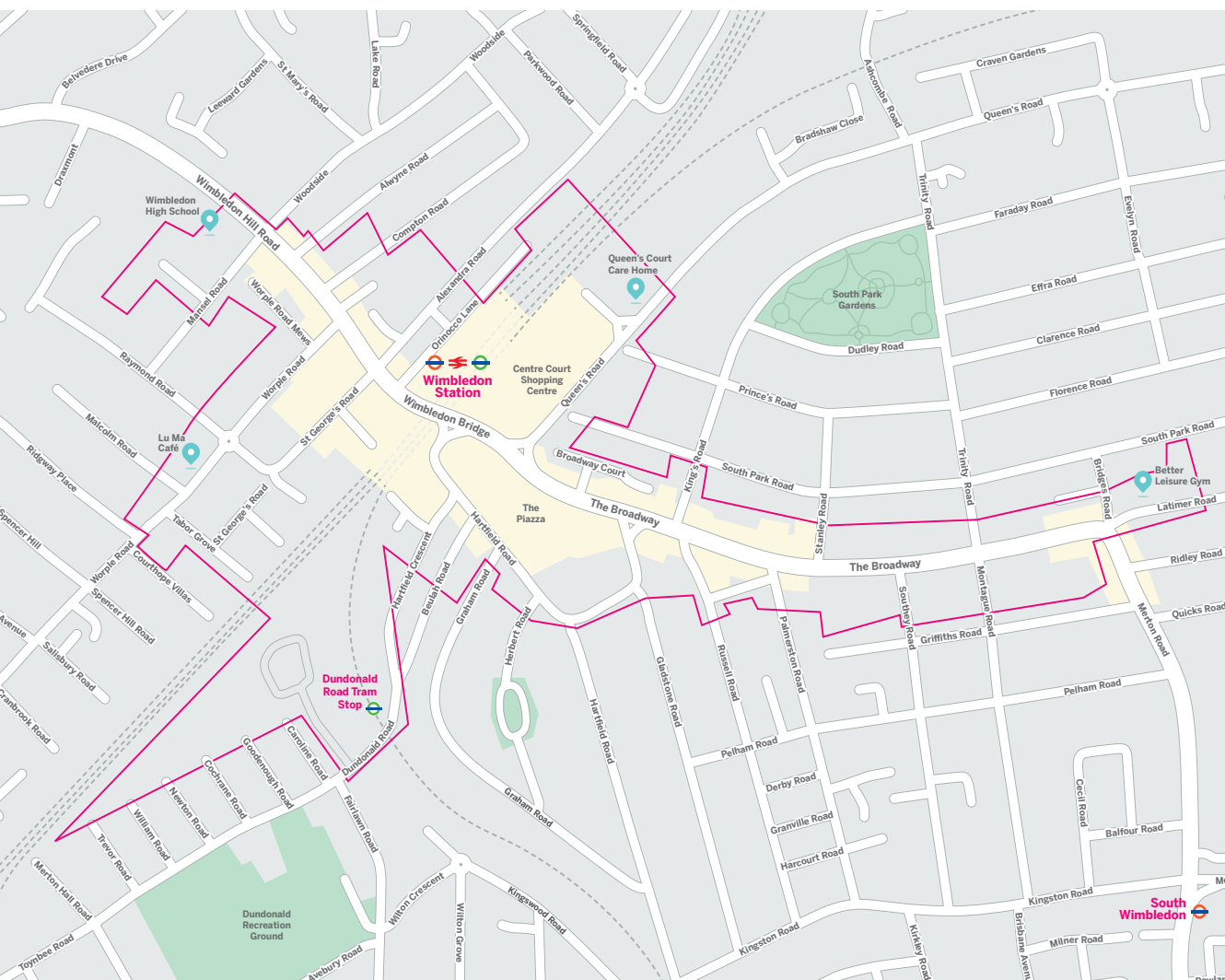
5% contingency
£113,250

Additional income
£610,000

**TOTAL ESTIMATED
INCOME**
£2,761,750



The Love Wimbledon BID and Boundary



Love Wimbledon – The Company

Love Wimbledon is a small team of seven, three of whom are part-time. It is incorporated as a not-for-profit company limited by guarantee.

All BID levy paying businesses are automatically company members and we encourage levy payers to participate and have a voice.

Our baseline agreement with Merton Council ensures improvements and services are over and above those provided by the Council.

We are an accredited member of The BID Foundation and Association of Town and City Management and have been certified with the London Mayor's Good Work Standard.

About BIDs

A Business Improvement District (BID) is a geographical area in which the local businesses have voted to invest together to improve their environment.

BIDs are business-led organisations. They are funded by a mandatory levy on all eligible businesses after a successful ballot.

Business Improvement Districts (BIDs) have been operating across the UK for around 20 years. A BID is a legal body formed under the Local Government Act 2004. There are over 300 BIDs across the UK.

The business benefits of BIDs:

- BID levy money is ringfenced for activity in the BID area
- Businesses decide and direct what they want for the area
- Business cost reduction, for example, from reduced crime and joint procurement
- A voice to mediate with local councils, Transport for London, the police and other public bodies
- Increased footfall and staff retention
- Place promotion
- Networking opportunities with neighbouring businesses

Message from our Chair

Like many other business owners, I ask - what value does Love Wimbledon add to the town centre, to my team and to my business? The answer is simple - they have made Wimbledon Town Centre a better town centre, a better place to do business with many thriving businesses and a place which is much more attractive to visit and use.



Some of what the Love Wimbledon BID delivers is obvious; the markets, closing the streets and putting on Winter Wonderland, the Christmas tree outside the station, the reimagined Hartfield Walk, the Love Wimbledon employee Privilege Card, the great social media posts and town centre map, the murals and just bumping into the ranger on their rounds.

However, often it's the things we don't see that have the most impact; the regular changes of the flower beds they manage, the intense cleaning early in the morning, the lobbying to promote Wimbledon Town Centre to businesses, the partnership with the Police, Merton Council, high street businesses, the CCTV to manage crime, the services they offer for waste and the forums and meetings they attend with residents, politicians, and businesses to fly the Wimbledon flag. These things really do make a difference.

And I ask myself, what would Wimbledon and having a business here be like *without* these things; where would the support be, who would promote the town, what would crime rate look like, how nice would the town centre be for my team when they come to work (and how would they continue to get the great discounts!)? I for one, see Love Wimbledon making a real difference, I see ambition for Wimbledon Town Centre, a team who cares, and for all of these reasons, my business sees the levy as good value for the security we receive, the attractiveness of the town and the improvement for businesses of Wimbledon Town Centre.

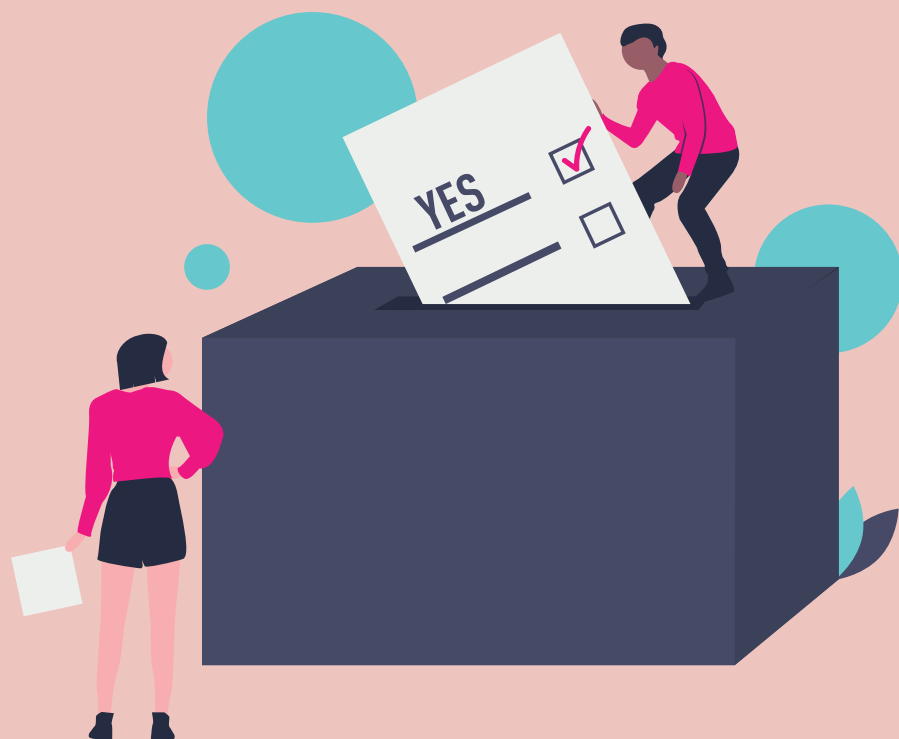
My business will be voting YES this autumn as we hope you will, so the town can continue to receive the ongoing support from Love Wimbledon BID and see the five year plan outlined within this document coming to fruition.

A handwritten signature in black ink that reads "Paul".

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

VOTE YES to ensure Wimbledon Town Centre is a welcoming, thriving and popular place to be.

So far 90% of businesses have indicated that they would be supporting our renewal by voting yes. You may be a business or a voter who isn't yet sure.



Here's why voting YES will help your business or your property in the town centre:

- The town will be cleaned more regularly and more deeply, as we get over 2,000 issues a year sorted. Who wants to walk through rubbish and fly tipping on their way to work or as they go out for dinner?
- Events make it a more engaging place for employees and customers and, in turn, drive footfall and takings
- You can make the most out of our procurement and employee services (people working here just love the Privilege Card offers)
- A greener town will improve the look and feel of Wimbledon and it's what businesses and users want to help make it a better place to be
- The town and its businesses will get industry leading marketing support and promotion
- Petty crime has dropped by more than 50% since the BID started, we will continue to work on this; that's good for the high street and good for your people who work here
- It will be a more enjoyable place to do business and better integrated
- You will have a voice in the town centre's future
- We help many businesses save money or access funding
- The Wimbledon Town Centre community will strengthen bringing residents, property owners, businesses and community groups together to improve the town
- We will work to attract new businesses including independents. The Wimbledon renaissance has begun - be part of it

VOTE YES and Make a Difference

BALLOT DATES FOR YOUR DIARY

Monday 6th September

Your voter will receive a notice of ballot

Monday 20th September

Your voter will receive a ballot paper

Deadline for Voting Thursday 21st October

Your ballot paper must have been received by Merton Council by 5pm

Friday 22nd October

Result Announced

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) A majority in the rateable value of those voting

VOTE YES

FOR LOVE WIMBLEDON BID

We will:

Create Better Places, Spaces and Experience

Promote and Support Business

Become Greener and More Sustainable

Deadline to Vote: 21st October 2021



lovewimbledon

BUSINESS IMPROVEMENT DISTRICT

lovewimbledon.org/the-bid

**Got any questions?
Please get in touch:**



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PROUD MEMBER OF
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