

Driving Success in Wimbledon

As we enter 2025, the 13th year of the Love Wimbledon BID, it is a good time to reflect on how your levy investment has made a real difference to Wimbledon Town Centre. We established our three strategic aims—create better places, spaces & experiences; promote and support business; and become greener and more sustainable—to fulfil our ambition of being an evolving town centre where businesses thrive, people visit, and communities engage. We measure this through a range of KPIs, both qualitative and quantitative, as well as surveys and anecdotal feedback from levy payers, visitors and other key stakeholders. Read on to get a taste of how we are succeeding against our objectives.

We want to thank you for your continuing support and if there is anything you think we can improve on, or you think we are doing well, then please let us know.



Craig Hurring, Love Wimbledon CEO



WIMBLEDON THRIVES



OUR DESTINATION WIMBLEDON STRATEGY IS IN FULL SWING

Love Wimbledon's Evolving Wimbledon Conference on 3rd October placed Wimbledon on the map as an area for business, whether high street or office based. The captivating conference created immense traction online as we continue our journey to promote Wimbledon as Southwest London's premier destination for business.



FOOTFALL & SPEND ARE UP

We continually monitor footfall, spend, and shop occupancy rates in the town centre and we are seeing a positive trend with spend up 122% on 2019, footfall above pre-pandemic and high street shop occupancy far in advance of averages for similar sized high streets.



SUSTAINABLE SEPTEMBER SUCCESS

Returned bigger and better than ever. We hosted and sponsored various sustainability-focused events for businesses and visitors. The results speak for themselves, with a notable 35% increase in footfall*—evidence that sustainability not only inspires change but also attracts people to our town centre.

*First weekend footfall measurement through MRI

AIM 01 Better Places, Spaces & Experiences

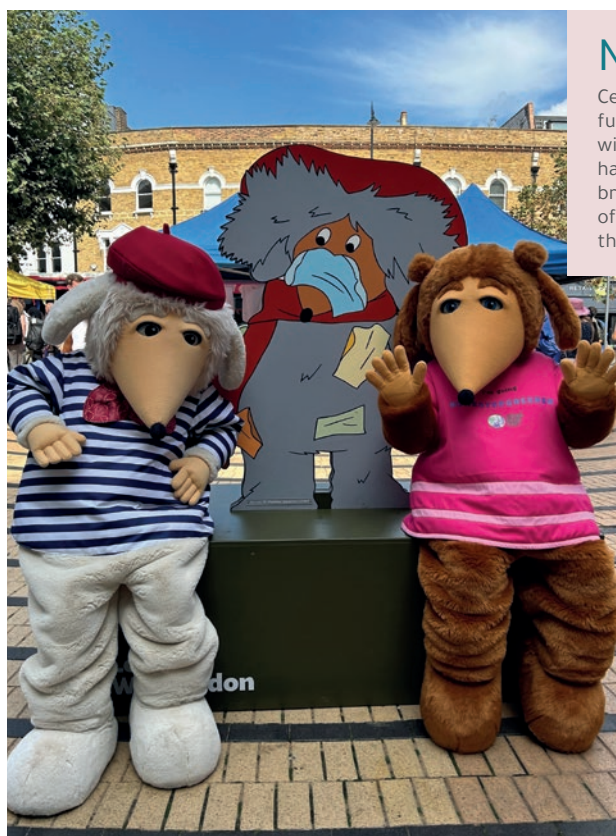
In 2023/4 we created over 100 days of high-quality, popular events and activities. We continued to invest in crime prevention, cleaning programmes and seating.



SUMMER OF SPORT

NEW for 2024

We extended Wimbledon's tennis fever over summer by celebrating the Olympics. More shops and offices than ever are participating in tennis displays. We secured extra funding through business and brand sponsorship enabling us to create a running track, podium and new seating throughout the summer.



NEW PLINTHS

Celebrating Wimbledon's beloved furry friends, we have worked with The Wombles to create handcrafted plinths. These bring useful seating and a spot of vibrancy to the town centre through the winter months.

SAFETY & SECURITY

Our crime rates are low and we monitor safety and security in conjunction with the Met Police, CCTV and Merton Council. We provide TownLink radios for many of our businesses and fund Littoralis, an online information-sharing system that helps our community reduce low-level crime and anti-social behaviour and is used by more than 50% of our high street businesses.



KEEPIN' IT CLEAN

Tom, our Ranger, patrols the town ensuring town centre issues of graffiti, fly tipping, fly posting and much more are resolved quickly. We invest in deep cleaning and graffiti removal around town to ensure anti-social activity is dealt with. We resolve around 230 issues a month.

PUBWATCH

Love Wimbledon brings together Wimbledon pub and bar managers, the Met Police, and Merton CCTV for regular meetings where they can share intelligence and collaborate on developing nighttime economy improvement plans that keep Wimbledon Town Centre a top nighttime destination in SW London.



MARKETS

Our destination monthly markets and Christmas markets animate the town and help drive footfall. We continue to have a mixture of both regular and new local traders and makers, all held on The Piazza in a safe and pleasant space.

WHAT A WINTERFEST '23

We moved the one-day event from The Broadway to Queen's Road collaborating with Wimbledon Quarter to create a vivid and loveable event that drove tens of thousands of people into the town centre. With markets, ice carving, rides, food, community stage performances and much more. Footfall significantly increased. In 2024 due to extreme weather conditions we moved Winterfest into Wimbledon Quarter.



AIM 02 Promote and Support Businesses

Digital, events, networking, waste services and much more, we offer a range of marketing, operational and business services. Please check out our website.



SOCIAL & DIGITAL

With a combined audience of **40,000+** and exposure across different platforms at over **350,000**, we promote the town centre and its businesses ensuring Wimbledon is a at the forefront of social media.

You should receive a monthly email update from us, if not, please let us know

info@lovewimbledon.org



SIGN UP
to our waste services

WASTE SERVICES

Many businesses have signed up to our competitively priced waste collection services with First Mile including recycling, food waste, WEEE (electrical waste) and in 2023/24 Love Wimbledon businesses **saved £100,200** with our First Mile partnership.

Find out more at lovewimbledon.org/the-bid

Our businesses have recycled:

45 tonnes cardboard

29.5 tonnes of food, **4 tonnes** of coffee granules,

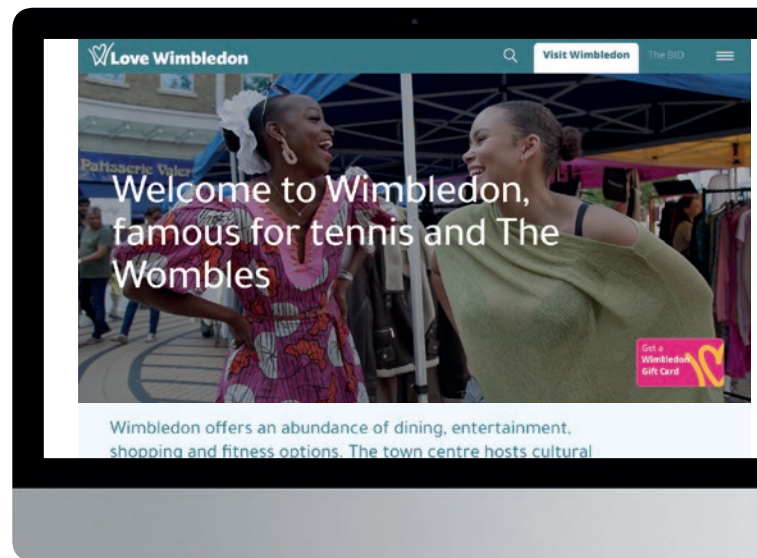
286 tonnes of mixed recycling and **17.5 tonnes** of glass*

TOGETHER WE'VE SAVED: The equivalent of **496 tonnes** of CO2 or **2,908 trees**

NEW WEBSITE

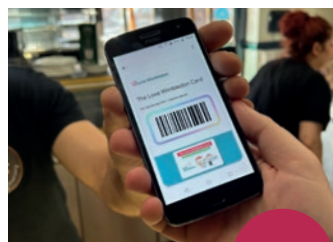
NEW
for 2024

We launched our newly revamped website, crafted to enhance navigation experience. We've refreshed the Love Wimbledon logo and brand colours, giving them a modern touch that reflects our vibrant community. Explore our new look and enjoy a more user-friendly experience as we continue to celebrate and support all that Wimbledon has to offer.



WIMBLEDON GUIDE

Distributed to Wimbledon visitors, the guide is a popular and useful foldaway to promote the retail, hospitality and leisure sectors in Wimbledon.



PRIVILEGE CARD GOES DIGITAL

NEW

One of our most popular FREE initiatives for employees - if you or your teams haven't signed up yet, do so now and join 8,000 others. This year we launched our digital version - download it straight onto your phone - it's easy.



GIFT CARD TO SUPPORT LOCAL

The Wimbledon Gift Card offers visitors a convenient way to support their community by shopping at a variety of participating businesses. With its versatility, the card can be used at restaurants, shops, and experiences, making it a perfect gift that encourages local economic growth. It's a popular incentive for staff.

*Businesses recycling waste

AIM 03 Greener and More Sustainable

We've had a focus on communication, education, funding and visitor power. Having launched Sustainable September in 2023, this year we came back with a bang.



GREENING THROUGH PLANTING

We continue to ensure the town is blooming all year with baskets, pots and planting creating a more attractive and bio-diverse experience. We increased the amount of planted railing troughs to bring more blooms into Wimbledon.

NEW SUSTAINABLE CODE OF CONDUCT FOR SUPPLIERS

We've introduced a code of conduct for all our suppliers including market traders to establish a baseline on their green credentials. This is enabling us to assess where supplies are coming from and reduce waste.



NEW SUSTAINABILITY TRAINING FOR BUSINESSES

In the last year we have delivered a Sustainability Masterclass, a Re-London funded food and beverage workshop and initiated our Sustainability Breakfast Talks (after feedback from the business survey).



SUSTAINABLE SEPTEMBER

A month of talks, activities, kilo sales, markets and promotion of business sustainability offerings. Partnering with Wimbledon Quarter this year we drove footfall into the town centre and collaborated with businesses and local community organisations.

MESSAGE FROM OUR CHAIR



Love Wimbledon continues to deliver outstanding results on a budget that has remained essentially the same since 2012, while costs have risen significantly, especially in recent years. Thanks to the team's prudence during the pandemic period, together with additional external funding secured through sponsorship and advertising, we have been able to use surplus funds in the 2023-24 year to

deliver several key projects. This included a rebrand, the creation of a new website, the digitisation of our Privilege Card, the Business Masterclass series and a substantial Christmas campaign. You will see this reflected in the financial statement.

We will continue to work hard for your investment, now and in the future. Soon we will start the process of developing our business plan for the next BID renewal, and if there are any new areas you think Love Wimbledon should be considering as part of our plans, please either contact Craig or myself - we would love to hear from you: info@lovewimbledon.org

Paul

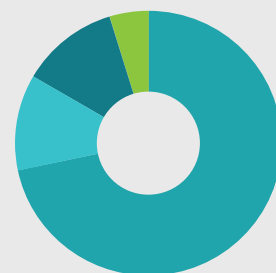
Paul Harvey, Chair of the Love Wimbledon Board

FINANCIALS 2023/24

INCOME

■ BID levy	£408,988
■ Income from Piazza activity	£66,314
■ Commercial income	£67,786
■ Other income	£26,912

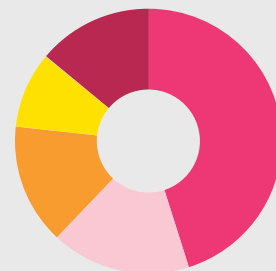
TOTAL INCOME: £570,000



EXPENDITURE

■ Engaging events and placemaking	£304,003
■ Marketing and promotion	£112,579
■ Business services and support	£99,723
■ Greener, more sustainable	£62,416
■ Overheads, management and admin	£94,671

TOTAL EXPENDITURE: £673,392



During the Covid pandemic we built up a financial reserve, which continues to be invested into strategic projects, as outlined in this annual report. At the end of the 23/24 financial year, this reserve was **£122,406**.