

Increased Footfall in Wimbledon Continues

I wanted to start this update with some very positive news - footfall in the town centre continues to grow as we attract an even broader range of businesses. This is bucking the national trend of declining town centre usage. We're making strong progress across our three strategic aims: creating better places, spaces and experiences; promoting and supporting businesses; and becoming greener and more sustainable.

The consistent feedback we receive from businesses highlights key priorities - keeping the town clean and well-maintained, helping businesses save money, and ensuring it remains a safe and secure place for everyone. Beyond that, many of you rely on us to be your collective voice, and we're delighted by the positive feedback about the variety of events we deliver for the town.



So, why is this such an important year? It's the year of our renewal ballot, when we'll be calling on businesses to vote YES – to ensure Love Wimbledon can continue delivering exceptional support, services, and activities for you and the town centre through to 2032 (see below).



Craig Hurring, Love Wimbledon CEO

BALLOT 2026

WHAT IS A BID BALLOT?

It is a vote by levy-paying businesses within a Business Improvement District (BID) to decide if the Love Wimbledon BID should continue for another five-year term.

HAVE YOUR SAY – FILL IT IN!

As part of renewal, we will be carrying out surveys with businesses to establish what priorities are important to you for the next BID term.

5 YEAR BUSINESS PLAN

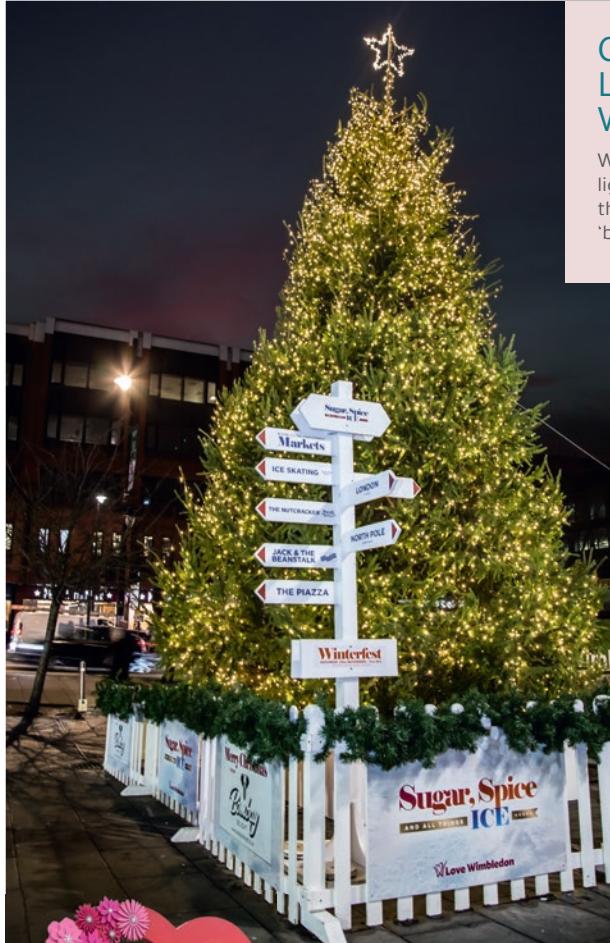
Wimbledon BID payers will have the opportunity to vote on the new 5-year business plan and to say what projects and priorities the BID should deliver.

If you have any suggestions at any time, please email Craig Hurring, CEO on info@lovewimbledon.org.



AIM 01 Better Places, Spaces & Experiences

Over 100 days of events, local markets, an assortment of installations and intensive deep cleaning PLUS the resolution of 2,000 town issues.



CHRISTMAS TREE LIGHTING UP WIMBLEDON

With over 12,000 soft twinkling lights our Christmas tree outside the station is often described as 'better than Trafalgar Square.'

"Top work, really appreciate all the effort you put into making Wimbledon look its best 😊"

Ben Hoyland, HSBC referring to graffiti removal.



SPREADING LOVE THROUGH VALENTINE'S HEART

Our Valentine's heart and planting installation returned, bringing the joy of selfies to town. Who knew February could look so cheerful!

Even with the challenge of Storm Bertie blowing a ferocious gale, we worked with Wimbledon Quarter to bring as much of Winterfest indoors as we could. This go-to event did not dampen Wimbledonian spirits and we went ahead drawing in the crowds into the comfort of the Quarter.



SCREENS AND SEATS THROUGHOUT THE SUMMER

Businesses and visitors have consistently asked for more seating in the town centre. On top of the popular Womble plinths we provided extra picnic bench seating throughout the summer, including during our annual summer calendar highlight - Big Screen Tennis on The Piazza.



RESOLVING GRAFFITI AND GRIME

We actively carry out patrols ensuring over 150 graffiti, fly-tipping, and other town street issues a month are flagged to appropriate authorities and resolved. We continue our priority of carrying out regular deep cleaning in 'grot spot' areas.



MARKETS - ALL YEAR LONG

Love Wimbledon held twelve Christmas Markets, eight monthly markets and a sustainability market, part of year round activities on The Piazza. These popular markets animate the town, support local tradespeople and help drive footfall (as well as a great experience).

AIM 02 Promote and Support Businesses

Our ranger carried out more than 3,000 personal visits to businesses supporting business, marketing and security needs.



SAFETY & SECURITY

We continue to ensure a high level of safety & security in the town centre. We lead on the strong partnership with CCTV, Merton Council, the Police and our night time economy venues and introduced SCAN anti-terrorism training for businesses.

- 11% increase in businesses opting for our Town Link Radio system
- 149 businesses log into Littoralis - recording incidences
- Monthly Pubwatch meetings with licenced premises

We have seen a significant increase in businesses signing up to Town Link Radio enabling swift communication between you, the police and CCTV. It is a crucial tool for Wimbledon to ensure we remain a safe town centre. Don't forget, you can also sign up to Littoralis, the online information sharing tool funded by us. Please contact the office for more information.



EVOLVING WIMBLEDON CONFERENCE

Wimbledon has much to celebrate. As one of South West London's premier destinations, and with comprehensive transport connections, it is a prime example of successful reinvention. Love Wimbledon hosted a conference at the Polka Theatre for investors, developers and businesses presenting these transformations.

AWARDS

35 businesses were shortlisted in the Love Wimbledon sponsored Time & Leisure Magazine's **Food and Culture Awards** and **Merton Best Business Awards** - both were free to enter and raised the profile of those Wimbledon businesses.



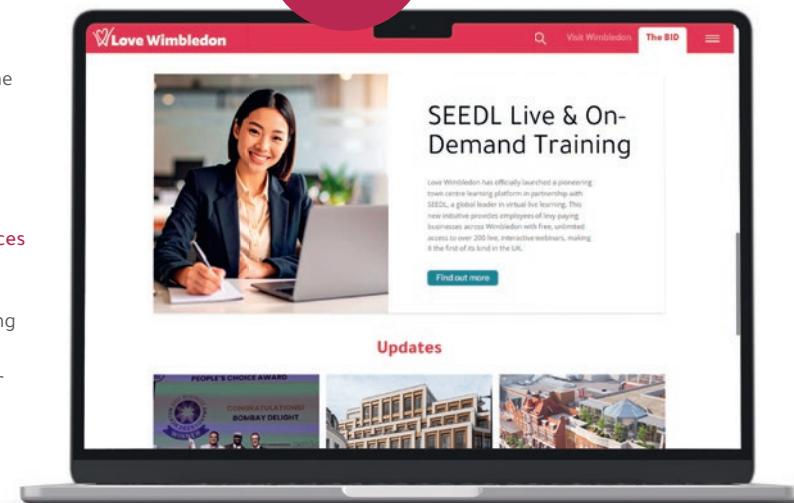
WHAT IN WIMBLEDON

MARKETING

Love Wimbledon continues to successfully market and promote local businesses, driving increased visibility, footfall, and community engagement across the area.

- 10,000 followers on Instagram
- 32,000 audience on digital platforms
- 15,000 Wimbledon maps printed
- Distributed 5,000 Christmas guides
- Launched a NEW website

NEW
for
2025

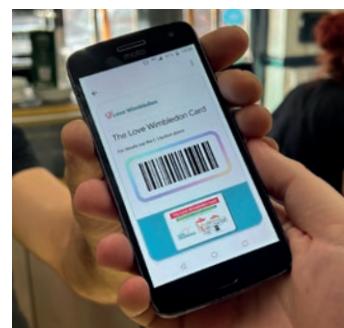


2025 VISITOR SURVEY

In 2025 we surveyed visitors to the town centre, you can look online at the feedback. It included:

- They highly rate theatres, cinemas, food, health & fitness and coffee shops
- They would like to see more shops and family experiences
- Feeling safe, a nice environment and cleanliness are the most important things to them
- Online is still the biggest competitor

Go to lovewimbledon.org/updates for more information



DIGITAL PRIVILEGE CARD

We have reached over 100 business offers through the privilege card. The card remains free for all employees in the Wimbledon BID area, with more than 8,000 signups - including 2,000 users registered on the new digital version.

AIM 03 Greener and More Sustainable



RECYCLING SERVICES

Through our partnership with **First Mile**, local businesses have saved **over £2,500** by using our shared waste and recycling services. Environmental impact in numbers:

- **280 tonnes** of recycling
- **216 tonnes** of waste converted to energy
- **30 tonnes** processed via anaerobic digestion

THESE EFFORTS COLLECTIVELY

EQUATE TO:

- **1,585 trees saved**
- **453 tonnes** of CO₂ emissions prevented

HARTFIELD WALK WINS FUNDING

We are working with local stakeholders to refresh and revitalise Hartfield Walk after receiving £20,000 funding through Merton Council. We expect this to commence early 2026.

PLANTING NEW & MAINTAINED



Our enhanced programme included the revamp of three flowerbeds outside TK Maxx. In addition, we continue to maintain 20 key planting locations across the town and ensure that over 50 hanging baskets bring colour and biodiversity throughout the summer.

STRICTLY SUSTAINABLE SEPTEMBER

Our Sustainable September campaign delivered outstanding results, with **footfall up by over 30%** year-on-year. We invested in a full month of engaging events and workshops, and introduced Wimbledon Quarter's first-ever Kilo Sale, which attracted a young and diverse audience - a perfect complement to the High Street's retail offer.

Key achievements:

- Over half a tonne of clothing diverted from landfill
- Repair workshops promoting reuse and skill sharing
- Sustainability training for local businesses
- Eco-friendly market supporting greener lifestyles



ANGELA ATTAH, CHAIR



I joined the Love Wimbledon Board in 2020 and was honoured to be voted in as Chair in July 2025. It's a tremendous responsibility ensuring that the Board and the Love Wimbledon team reflect and support the needs of local businesses, and we couldn't ask for a more motivated and professional team working hard in a challenging business environment.

Wimbledon continues to buck the trend with increased footfall, ongoing business investment, and property refurbishments - supported by a BID that consistently delivers for the business community. Behind the scenes, collaborating and data sharing with property owners and business networks is helping attract new enterprises and drive growth. The future of Wimbledon Town Centre looks strong, thanks in no small part to Love Wimbledon's continued efforts.

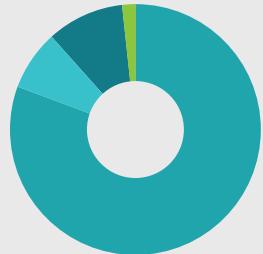
If you have any suggestions or comments regarding our work, then please do get in touch, we'd love to hear from you
info@lovewimbledon.org

Angela Attah, Chair of the Love Wimbledon Board

FINANCIALS 2024/25

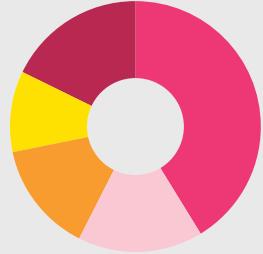
INCOME

■ BID levy	£453,025
■ Income from Piazza activity	£43,839
■ Commercial income	£55,729
■ Other income	£9,676
TOTAL INCOME:	£562,269



EXPENDITURE

■ Engaging events and placemaking	£228,250
■ Marketing and promotion	£90,199
■ Business services and support	£78,360
■ Greener, more sustainable	£57,632
■ Overheads, management and admin	£98,948
TOTAL EXPENDITURE:	£553,389



As a not-for-profit, Love Wimbledon operates responsibly by maintaining a minimum reserve of 3 months' operating capital. At the end of the 24/25 financial year this reserve was £131,285.