

Love Wimbledon

2027-2032 Business Plan A BID THAT DELIVERS





Big Screen
Tennis,
The Piazza,
SW19

A world-famous, world-class destination

In the last five years Wimbledon has shown outstanding resilience. We've welcomed many exceptional new businesses to our Town Centre, from across the commercial, retail, hospitality and leisure sectors. This has resulted in our highest footfall level since cameras were first installed by Love Wimbledon in 2013, together with one of the lowest high street vacancy rates in Britain.

Love Wimbledon has strived relentlessly to deliver on the promises of our 2022-2027 business plan, and to make the investment case for Wimbledon to new and existing businesses alike. We continue to ensure that Wimbledon is a prosperous, clean and safe town centre in which businesses thrive, communities engage and visitors return.

For the next five years, we want to go further. The Wimbledon Championships mean we are already a world-famous place, and visitors from across the world enjoy everything we have to offer for those two weeks every year. With the arrival of new statement hotels, major high street retailers, cutting-edge new workspaces and high-end residential living, Wimbledon now has the opportunity to become one of South West London's foremost destinations, with the BID area as its economic heart.

Our plan for 2027-2032 is to amplify what we have delivered and invest in the visitor economy, to bring more people here to experience Wimbledon, complemented by enhanced events, safety, security and business support services.

We can only do this with your support, which is why I am asking you to endorse our Business Plan and vote YES for another five years of Love Wimbledon. Your vote will help to ensure that Wimbledon continues its upward trajectory to become one of London's foremost destinations on a year-round basis.



CRAIG HURRING, CHIEF EXECUTIVE,
LOVE WIMBLEDON BUSINESS IMPROVEMENT DISTRICT
craigh@lovewimbledon.org



MESSAGE FROM THE CEO

"Love Wimbledon provides data and insights which are important for our team and provide information that feeds into attracting new businesses into Wimbledon Quarter. We not only work together on inward investment, we collaborate on a range of events and activities including Winterfest and Sustainable September showing measurable impact on sales and footfall. They have a thoughtful and creative approach to the work they do and are really valuable for us and the town centre."

ALEX WOOLF, CHIEF OPERATIONS OFFICER, ROMULUS.
FOUNDER, HUDDLE.



Feedback from you - the businesses of Wimbledon

EARLIER IN THE YEAR WE ASKED BUSINESSES FOR THEIR THOUGHTS, HERE'S WHAT YOU CAME BACK WITH.

WHY YOU LIKE HAVING A BUSINESS IN WIMBLEDON

- ✓ A SAFE TOWN CENTRE
- ✓ TRANSPORT CONNECTIONS
- ✓ DIVERSE HIGH STREET
- ✓ STRONG FOOTFALL
- ✓ LOCATION IN LONDON
- ✓ IT FEELS NICE

THE TOWN CENTRE

97% AGREE WIMBLEDON IS A THRIVING TOWN CENTRE	72% AGREE WIMBLEDON HAS EVERYTHING I NEED	95% AGREE WIMBLEDON IS A CLEAN TOWN CENTRE	95% AGREE WIMBLEDON IS A SAFE TOWN CENTRE
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YOU BELIEVE THE KEY PRIORITIES FOR LOVE WIMBLEDON SHOULD BE:



PROMOTING AND SUPPORTING BUSINESSES



INCREASED SAFETY AND SECURITY



IMPROVING PLACES AND SPACES



ATTRACTING INVESTMENT AND NEW BUSINESSES

You would like to see

DIFFERENT EVENTS

multiple markets,
food and drink event,
fitness / sports event
and more cultural arts.

WHAT DO YOU THINK WOULD HELP WIMBLEDON BECOME A BETTER PLACE TO WORK / VISIT?

- ✓ STAND OUT AGAINST OTHER LOCATIONS
- ✓ BETTER STREET EXPERIENCE
- ✓ IMPROVED SAFETY AND SECURITY

FEEDBACK FROM YOU



Queen's Road



Bank Buildings





Wimbledon Town Centre is no ordinary place

Over the past five years, Love Wimbledon has played a key role in strengthening the town centre, helping it remain resilient and competitive during a period of significant change for UK high streets. Wimbledon has outperformed many comparable locations, with growing footfall, strong occupancy levels and continued investment from a diverse mix of businesses, including independent retailers, national brands, leisure operators, cafés and restaurants.

The growth of flexible workspaces has also broadened Wimbledon's business base, attracting new enterprises and supporting innovation. Together, these achievements reflect the strength of Wimbledon's offer and the value of a collaborative partnership between Love Wimbledon, local businesses and key stakeholders.

With Wimbledon Quarter's refurbishment continuing, the boutique apart-hotel Bank Buildings nearing completion, 247 The Broadway providing outstanding new office space and a new creative hotel on Worple Road under construction (only a couple of years since Travelodge opened their doors) Wimbledon is welcoming a newer mix of visitors.

£450 MILLION+
INVESTMENT
IN RECENT REFURBISHMENTS
& REDEVELOPMENTS

AVERAGE

95%

HIGH STREET
OCCUPANCY
RATE IN THE
LAST 4 YEARS

OVER

350

HOTEL BEDS
BEING CREATED

16%
INCREASED
FOOTFALL
COMPARED TO
THE PREVIOUS
5 YEARS

Travelodge



NEW
Womble
Plinths

THE LAST FIVE YEARS

At the beginning of our term we were emerging from a pandemic, unsure what the future of the High Street or office working environment would be. We have spent this term working with businesses, community organisations, property owners and residents through recovery, keeping all parties informed, listening and ensuring Wimbledon becomes an even better place to have a business, live in or visit.

NEW 2022-2027:

- CEO, Craig Hurring
- Celebrating Summer of Sport in 2024
- Glastonbury on the Big Screen weekend
- Introduction of Sustainable September
- Official AELTC Tennis Windows Competition
- Introduced Womble plinths
- Refurbishment of Hartfield Walk
- New planting in beds near TK Maxx
- More hours of cleaning and graffiti removal
- Business Masterclasses series and podcast
- New website and brand logo
- Launched Digital Privilege Card
- Held 'Evolving Wimbledon' investment conference
- SEEDL free online training for all businesses
- Friday Food & Play pop-up celebrations
- Platinum Jubilee celebrations (including community competition)
- Wimbledon Gift Card
- Valentines Day Heart and other celebrations



PLUS THE PERENNIALS:

- Increased digital social media reach
- Extra planting
- Stronger seasonal campaigns
- Celebrating tennis with Big Screen, banners and baskets
- Wimbledon Station Christmas Tree
- Monthly Markets and Christmas Markets
- FREE membership to Merton Chamber of Commerce
- FREE networking events
- Competitively priced waste collection
- FREE WEEE collection (that's electrical waste!)
- Increased deep cleaning
- Improved resolution of town centre issues (eg graffiti)



RESULTING IN:

OVER 500 DAYS
OF EVENTS / ACTIVITIES

OVER 12,000
town centre issues resolved

21 million
GOOGLE PHOTO VIEWS
(average 13k views / photo)

63% DIGITAL
AUDIENCE GROWTH

30k

Combined
DIGITAL
audience



“Love Wimbledon play a critical role in bringing together the business community with the Met Police, CCTV, Safer Merton and other local stakeholders to ensure the Town Centre remains a safe and welcoming environment for everyone. We’re hugely grateful for their ongoing support and intelligence.”

OLI FRENCH-GREENSLADE, INSPECTOR - NEIGHBOURHOOD POLICING TEAM
SOUTH WEST BCU | MERTON

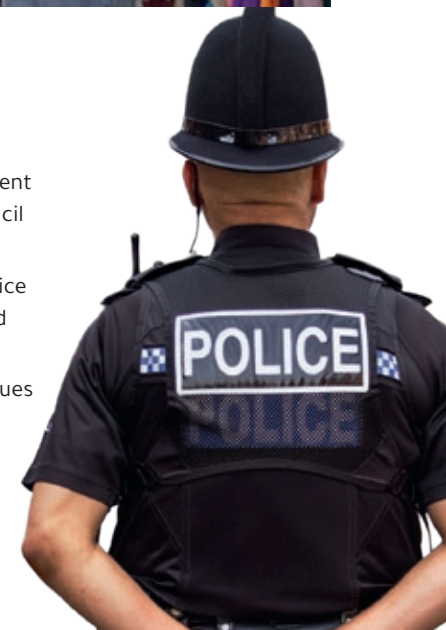
BUILDING COMMUNITY RESILIENCE

- Presenting regularly at resident meetings
- Partnering with and supporting Sustainable Merton charity
- Sponsoring and promoting Wimbledon BookFest
- Collaborating with the Wimbledon Society on heritage projects
- Connecting community and developers for more collaborative projects



IMPROVED SAFETY AND SECURITY

- Investing in crime management with the Police, Merton Council and CCTV
- Meeting and briefing the Police and Merton's Neighbourhood Wardens on a regular basis
- Working to resolve safety issues with Merton Council
- Supporting rough sleeping prevention and rehousing



INVESTING IN SPACE

- Deep cleans and graffiti removal
- Creating Summer & Christmas seating
- Updating seating plinths annually
- Implementing the Valentine's Heart display
- Installing our annual 25ft Christmas Tree
- Running Monthly Markets and Christmas Markets
- Introducing activities in the Summer of Sport
- Partnering with Wimbledon Quarter on Winterfest



NEW
Summer
plinths



NEW
Valentine's
Day Heart



Revitalised
Hartfield
Walk



ATTRACTIVE AND GREENER

- Revitalising Hartfield Walk
- Managing and improving flowerbeds
- Ensuring summer-long hanging baskets
- Investing in new plant troughs
- Celebrating all things Wimbledon through lamppost banners
- Introducing Sustainable September



"Love Wimbledon's 'Evolving Wimbledon' conference demonstrated the appetite for Wimbledon as a place to do business. Wimbledon is seeing new investment in hotels, retail, restaurants,

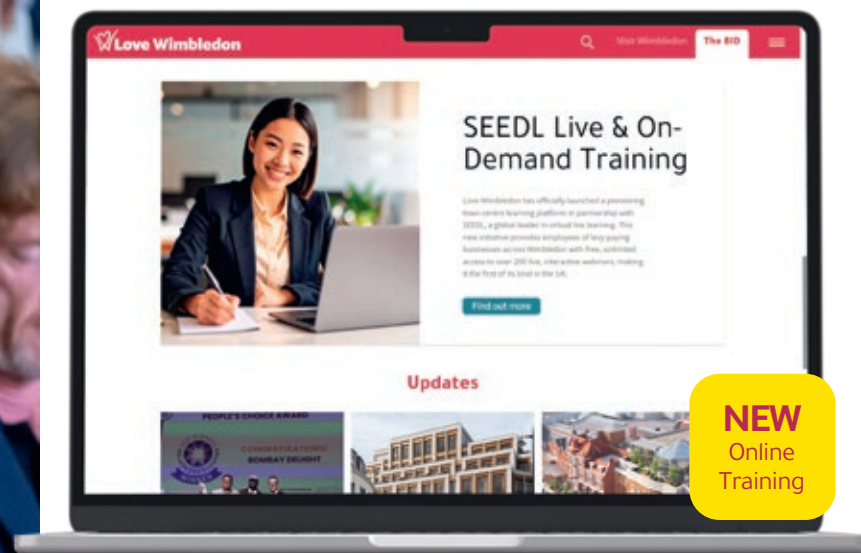
workspaces and residential development. Love Wimbledon is at the heart of this, working with a wide range of partners, ensuring Wimbledon has a bright future."

ALEX TOSETTI, FOUNDER AND CEO, CITIES RELOADED





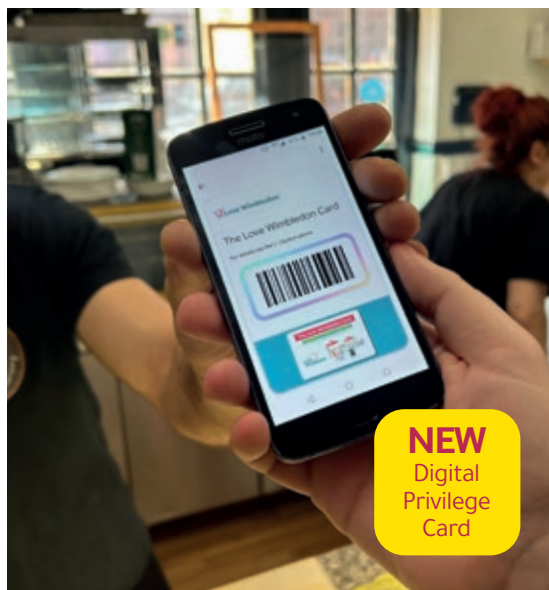
Evolving Wimbledon Conference 2024



NEW Online Training



Merton Best Business Awards



NEW Digital Privilege Card

PROMOTING AND SUPPORTING BUSINESSES

- SEEDL free online training
- Participating in the Mayor of London's Climate Challenge programme for greener workspaces
- Initiating networking and business development opportunities
- Delivering 'Evolving Wimbledon' inward investment conference
- Sponsoring Merton Best Business Awards and Time & Leisure's Food & Culture Awards.
- Investing in marketing and promotion of Wimbledon businesses and the town centre
- Launched a NEW website and logo
- Grew Privilege Card signups to 9,000 and launched digital version





THE NEXT FIVE YEARS 2027-2032

Over the next five years, we will champion Wimbledon Town Centre through pro-active leadership and collaboration. By bringing businesses, partners and the community together, we will deliver initiatives that enhance the town centre, increase its appeal and create lasting economic and social value.

As the trusted voice of business, we will shape ambitions, influence positive change and invest in projects that strengthen Wimbledon as a destination to live, work, visit and invest. Guided by the needs of our businesses, we will continue to create opportunities, inspire confidence and build on the town centre's success, ensuring we are a welcoming place for all.

AIM
01

PROMOTING &
SUPPORTING
BUSINESSES

AIM
02

PROVIDING
OUTSTANDING
SERVICES &
ACTIVITIES

AIM
03

EXPERIENCE
WIMBLEDON

AIM 01

Promoting and Supporting Businesses

We will strengthen Wimbledon's profile as a thriving destination while providing businesses with the support, insight and representation they need to help them succeed. By championing the town centre, promoting its diverse business community and showcasing everything Wimbledon has to offer, we will help attract customers and strengthen business connections. As competition grows from other town centres, Love Wimbledon will lead the promotion of the town, supporting both our office and high street businesses, recognising the vital role each plays in Wimbledon's future success.





Time & Leisure's Food and Culture Awards

PROMOTION:

- Continue promoting all our businesses
- Develop our successful social media reach
- Expand our content and communication strategy
- Invest in video showcasing Wimbledon Town Centre
- Bolster our town centre promotion during tennis and Christmas
- Sponsor local business awards, recognising our mix of businesses
- Promote green and sustainable initiatives across the town

97%

OF OUR BUSINESSES
THINK SOCIAL MEDIA
IS IMPORTANT OR
VERY IMPORTANT



SUPPORT:

- Deliver business and networking events
- Grow our presence in London
- Be the advocates of Wimbledon Town Centre
- Share insights, data and analysis to businesses
- Be the voice of Wimbledon businesses
- Welcome and champion new businesses choosing Wimbledon Town Centre
- Provide a range of sponsorship opportunities
- Strengthen connections across wider SW19 area
- Expand the team to deliver further business engagement

The result will be a confident, connected and resilient business community, supported by a strong collective voice and a vibrant town centre. We will help create an environment where businesses can thrive, footfall remains strong, and Wimbledon continues to attract investment, visitors, employees and residents, reinforcing its growing reputation as a year-round destination.



Launch party
in collaboration
with Love
Wimbledon

AIM 02

Providing outstanding services and activities

Over the next five years, we will continue to evolve our services and activities to ensure Wimbledon remains a safe, clean and vibrant destination. By investing in the town centre environment and in high-quality activations, seasonal celebrations and community events we will deliver an engaging programme of activations throughout the year. Working collaboratively with partners, we will respond to changing business needs and strengthen business support through practical initiatives that deliver lasting benefits for businesses, employees, residents and visitors.



96%
OF BUSINESSES
THINK OUR
EVENTS ARE
**GOOD OR
EXCELLENT**



ACTIVITIES AND EVENTS:

- Continue with a rich programme of events including Big Screen Tennis, Sustainable September and Winterfest
- Deliver and enhance popular markets all year
- Celebrate everything Wimbledon
- Ensure the Love Wimbledon Christmas tree lights up the town
- Enhance the town centre through seasonal activations throughout the year

These initiatives are based on the feedback we had from businesses and will deliver a safer, cleaner and more welcoming town centre where businesses feel supported. By enhancing the visitor experience we will strengthen Wimbledon's reputation and create a more resilient town centre. Wimbledon should always be a welcoming place for everyone.

SERVICES:

- Ensure the Love Wimbledon Ranger continues to patrol daily
- Spot, log and resolve town centre street issues (eg flytipping)
- Amplify the work with CCTV, the police and Merton Council on crime management. Support businesses with crime prevention
- Ensure businesses have access to TownLink radio
- Continue with Pubwatch briefings and set up regular Retail updates
- Continue to provide affordable waste and recycling services
- Increase investment in deep cleaning and graffiti removal and expand pavement cleaning programme
- Continue with the highly successful employee Privilege Card
- Offer free online training including management skills and practical webinars





AIM 03

Experience Wimbledon

In the next term we will strengthen Wimbledon's position as one of South West London's leading destinations by building on its global reputation, unique heritage and distinctive sense of place. Working with key partners, we will deliver a long-term destination strategy, champion investment in the town centre, celebrate Wimbledon's sporting and cultural identity, advocate for improved infrastructure and create a greener, more welcoming environment that enhances the experience for everyone.



DESTINATION SW19:

- Ensure we continue the collaboration with All England Lawn Tennis Club (AELTC) including Tennis Windows Competition, banner and hanging basket programme
- Develop Wimbledon Town Centre presence at regional and national networks
- Create a destination Wimbledon strategy and delivery plan
- Deliver a legacy project for Wimbledon Town Centre
- Be advocates for expanding arts and culture (including a new arts centre / cultural hub)
- Build on our sporting heritage
- Lobby to improve Wimbledon Station
- Extend our greening and planting initiatives
- Ensure representation for Wimbledon with tourism and inward investment bodies
- Enhanced reporting for a digital town centre

The result will be a stronger, more distinctive destination that attracts investment, visitors, businesses and talent. By enhancing Wimbledon's appeal and supporting its long-term growth, we will reinforce its reputation as a vibrant, well-connected and sustainable town centre with a unique identity that continues to thrive.

97% OF BUSINESSES THINK
WIMBLEDON TOWN
CENTRE IS THRIVING



Wimbledon businesses have their say...

"Words cannot fully express how much the Love Wimbledon team does for us. They have been instrumental in our success and with us every step of the way, even before we opened in Wimbledon. Whether introducing us to other businesses, promoting us to visitors, helping us with local issues or trading at their street markets, we are so grateful for everything they do to help us."

**AJAY CHAURASIA AND RAM NEGI, OWNERS,
AWARD WINNING RESTAURANT BOMBAY DELIGHT**



“Customer and Partner safety is important for us at Waitrose. We find that being part of Love Wimbledon’s TownLink Radio is a meaningful and visible way to highlight crime in our area. This helps my team to feel safer. We’ve also worked with Love Wimbledon visiting the CCTV operations which was incredibly insightful.”

JENA ZAITSEVA, STORE MANAGER, WAITROSE



“As a local, independent business we have seen huge value in being part of the Love Wimbledon Privilege Card. The scheme has helped us welcome new guests to our venue and also helped enhance the loyalty of both new and existing guests. We love the flexibility of being able to update our offer seasonally, this has particularly helped us boost our lunchtime trade in the last few months!”

JACK ELLIS, GENERAL MANAGER, THE OLD FRIZZLE



“We are supported so well by Love Wimbledon, from Ranger check-ins to marketing collaborations. The team are always helpful and professional and their work is essential for the town centre’s continuing success story.”

MEGHAN KLEIN, STORE MANAGER, LUSH

Investing in Wimbledon

Wimbledon Town Centre has seen a 16% footfall growth in the last five years leading to robust high street shop occupancy, a more varied workplace offer and new homes being built right here in the town centre. With 2,000 new residential units, an extra 550 hotel rooms and new cutting-edge workspaces, it is understandable that refurbishment and redevelopment interest is strong.



Peldon
Rose -
Campus
expansion



St George's
West -
Mixed
commercial



247 The
Broadway -
Offices



YMCA -
Residential
and
community



Wimbledon
Bridge
House -
Residential



"Love Wimbledon have supported us from the very beginning of our journey, having attended our public consultations and facilitated productive engagement and collaboration with local residents and businesses. We are excited about Love Wimbledon's plans for the next 5 years, during which we will open the doors to AKO Wimbledon. We look forward to building on our partnership together for many years to come as the town centre goes from strength to strength and embarks on its next phase of growth."

HARRY CHAPMAN, CO-FOUNDER, AKO HOTELS

AKO Hotel -
Opens 2028

INVESTMENT IN WIMBLEDON



"Wimbledon is lucky to have the benefit of Love Wimbledon's tireless support for our town. They do so much for residents and businesses alike

to ensure Wimbledon continues to thrive where other towns are struggling and are a huge asset to me and to our local Ward Councillors, in terms of understanding the evolution of Wimbledon's dynamic business community."

PAUL KOHLER MP,
MEMBER OF PARLIAMENT FOR WIMBLEDON



Wimbledon, a Town Centre that Talks Tennis

Love Wimbledon invests in the town around the Wimbledon Tennis Championships, from deep cleaning to planting, marketing to experience. We collaborate with the All England Club on safety, security, lamppost banners, hanging baskets, buses and communications.



NEW FOR 2026 THE FIRST OFFICIAL TENNIS WINDOW DISPLAY COMPETITION

We had some exceptional tennis window display competition entries with the winners winning tickets to attend the tennis. We celebrated creativity, flare and healthy competition and brought our town centre together.



OVER **630,000**
RECORDED FOOTFALL

86,000 extra
visitors

15% UPLIFT
IN FOOTFALL

MAKING TENNIS MATTER

The Love Wimbledon Team

We are a small team of five (three of whom are part time) who have history in Wimbledon whether through growing up here, living here or working here. We go above and beyond for our business community and are passionate about the town centre. We have been photographed outside some of our favourite spots in Wimbledon Town Centre.





CRAIG HURRING, CEO

"I provide strategic leadership for Love Wimbledon, working with businesses, partners and stakeholders to deliver the vision for a thriving, vibrant and successful town centre."



SALLY WARREN, ADVISER IN MARKETING, SUSTAINABILITY AND PLACE

"Drawing on my experience in business, marketing, place and sustainability, I help shape and deliver Love Wimbledon's vision and plans to help make a better town centre."



JENNIFER WATTERS, HEAD OF MARKETING & EVENTS

"As Head of Marketing and Events, I lead the promotion of Wimbledon and deliver a year-round programme of events and campaigns that support businesses, drive footfall and enhance the town centre's reputation."



TOM RUFFELL, TOWN RANGER

"As Love Wimbledon's Town Ranger, I work closely with businesses to identify and resolve town centre issues, helping to keep Wimbledon safe, clean and welcoming for everyone."



KATE RENTON, OFFICE ADMINISTRATOR

"I provide essential administrative and operational support, helping to ensure the smooth delivery of Love Wimbledon's services, projects and day-to-day activities."



TRACY FRANCIS, MARKET AND PIAZZA MANAGER (OFF SITE)

"As Market and Piazza Manager, I oversee the delivery and management of Wimbledon's markets and The Piazza, working with partners and traders."

The Love Wimbledon Board

Love Wimbledon was set up in 2012 by the businesses of Wimbledon for the businesses of Wimbledon. On the board we have members of the business community representing the wider voice covering SMEs, HQs, hospitality, leisure, retail, transport, culture and property. They represent the different needs of Wimbledon businesses

Since 2025 the board has been chaired by Angela Attah, Director of Legal and Governance at CIPD. The Board meets quarterly and has co-opted members from the London Borough of Merton and Cities Reloaded, an urban place consultancy.

CIPD

A Antoinette
Wimbledon

BARCLAYS

COTY
SINCE 1904



elys

17 99

GREENE KING
BURY ST EDMUNDS

POLKA
Where Theatre Begins



SW
R



Cities Reloaded
a smarter future for citizens


MERTON
LONDON BOROUGH

Angela Attah
Chair & Chartered Institute of Personnel
and Development (CIPD)

Roy Bromley
Antoinette Hotel

Andrew Green
Barclays

Joanne Shields
COTY

Gareth Rees
Cooper Parry Wealth

Gregory Hamilton
Elys Department Store

Sarah Mackie
Greene King/Prince of Wales

Lynette Shanbury
Polka Theatre

Marc Doherty
Romulus/Wimbledon Quarter

Shashika Ranaweera
South Western Railway

Wendy Pidmore
Wimbledon Guild

Alex Tosetti (co-opted)
Cities Reloaded

Paul McGarry (co-opted)
London Borough of Merton

Message from The Chair

I believe that Love Wimbledon are an enormous force for good in Wimbledon Town Centre which is why I joined the board in 2017. I became Chair in 2025, and I've seen the team deliver exceptional work that has truly made a difference.

One of the ways I like to frame the value Love Wimbledon provides is to think about what the town centre would be like if there was no BID:

- **What would it be like if no one was making the investment case for Wimbledon, promoting the town centre to residents and visitors, or bringing our business community together?**
- **What would Wimbledon feel like if no one was cleaning the graffiti from business premises and working with the Police and Merton CCTV to keep our town safe?**
- **How much more would we be paying without some of Love Wimbledon's free and money-saving business initiatives? How would employees feel about having no Privilege Card?**
- **What would the town be like with no Christmas tree, markets or tennis promotions?**

All of this makes me certain of the exceptional value that Love Wimbledon continues to provide, but what excites me now is the vision in this business plan to see Wimbledon becoming a world-class destination.

This really does feel like our time to shine, and the work Love Wimbledon are proposing, to bring Wimbledon into the spotlight for visitors and businesses, will make a real difference to all of us. With the arrival of several major new businesses and additional hotels to the BID area over the next five years, this will only strengthen our appeal and boost further direct investment.

I would therefore encourage you to join me and the Board in voting YES for Love Wimbledon so we can see over £3.5m of direct investment into Wimbledon Town Centre ensuring it maintains its momentum.



ANGELA ATTAH, CHAIR, LOVE WIMBLEDON BID
DIRECTOR OF LEGAL AND GOVERNANCE, CIPD



LOVE WIMBLEDON BID

The Love Wimbledon BID Levy 2027-2032

LEVY RULES

1. The BID levy will apply to all persons or organisations liable to pay the non-domestic rates for eligible hereditaments located within the BID area.
2. The BID levy will be calculated using the rateable value of each hereditament as it appears on the Non-Domestic Rating list as at 1 April 2027, and this value will be used for the whole of the BID term (1 April 2027 – 31 March 2032).
3. The levy will be adjusted only where there is a genuine physical or use change to a hereditament - including new construction, merger, subdivision, extension or refurbishment - resulting in a new or amended entry on the rating list. In these cases, the rateable value from the updated list will be used from the effective date of that change, and any resulting reduction will apply prospectively only and will not be backdated. No refund will be made for that chargeable period.
4. For any new hereditament entering the rating list after 1 April 2027, the BID levy will be applied using the rateable value as at the date of entry, in accordance with these rules.
5. All properties or hereditaments with a rateable value of £20,000 or more will be liable for payment of the levy.
6. The BID levy is set at 1.30% of rateable value, except where a reduced rate applies under the following two rules.
7. Charitable organisations in receipt of mandatory or discretionary charitable relief from rates will pay the BID levy at 40% of the rate that would otherwise apply. This reduced rate applies irrespective of the level of relief from rates received.
8. The average annual BID levy income across the next five-year term is £693,527.05 (the total levy income £3,467,635.24 across the BID term)
9. All hereditaments within Wimbledon Quarter with a retail use will pay the BID levy at 90% of the rate that would otherwise apply.
10. All hereditaments with a retail use located within Wimbledon Station, and only beyond the paid ticket barriers, shall receive a 60% reduction on the BID levy.
11. The BID levy will be charged annually in advance for each chargeable period (1 April to 31 March each year), starting 1 April 2027. The person or company responsible for the non-domestic rates on 1 April of each chargeable period will be liable for the entire year's charge, and no refunds will be made on the levy charged within that period other than as set out in these rules.
12. The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31 March 2032, even if they did not vote in the ballot.
13. Any new eligible rateable hereditament created during the lifetime of the BID and situated in the BID area will be obliged to pay the levy from the next chargeable day.
14. Any property removed from the rating list during a chargeable period will be removed from the levy from the date the local authority is notified of the update by the Valuation Office (not the effective date of the change). No refund will be made for that chargeable period.
15. The owners of untenanted properties or hereditaments will be liable for payment of the levy, with no void period.
16. The number of properties or hereditaments liable for the BID levy is approximately 400.
17. The BID levy may be increased annually, with effect from 1 April in a particular year, to allow for inflation. The allowance for inflation shall be confirmed by the BID Board each year and shall equal no more than 3% per annum.
18. There will be no VAT charged on the BID levy.
19. Merton Council will be responsible for the administration and collection of the levy on behalf of the BID, and will charge the BID an annual fee for collection and for managing legal proceedings in the event of non-payment. This is currently approximately £3,500 per year.

GOVERNANCE, ACCOUNTABILITY AND TRANSPARENCY

1. The Proposer of the BID and the BID body is Love Wimbledon BID, a not-for-profit organisation limited by guarantee (Company number 7822514).
2. The Directors of the BID (the 'Board') shall be representative of levy-paying businesses. The Board will meet at least once a quarter, with responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards, performance and compliance. The Board may nominate and appoint Directors and shall appoint a Chair. Levy-paying businesses are eligible to apply to the Board to become a Director.

Payments and Spend for the Next Five Years

Financial Forecast 2027-2032

INCOME

Estimated BID levy
£3,468,000

5% contingency
£173,750

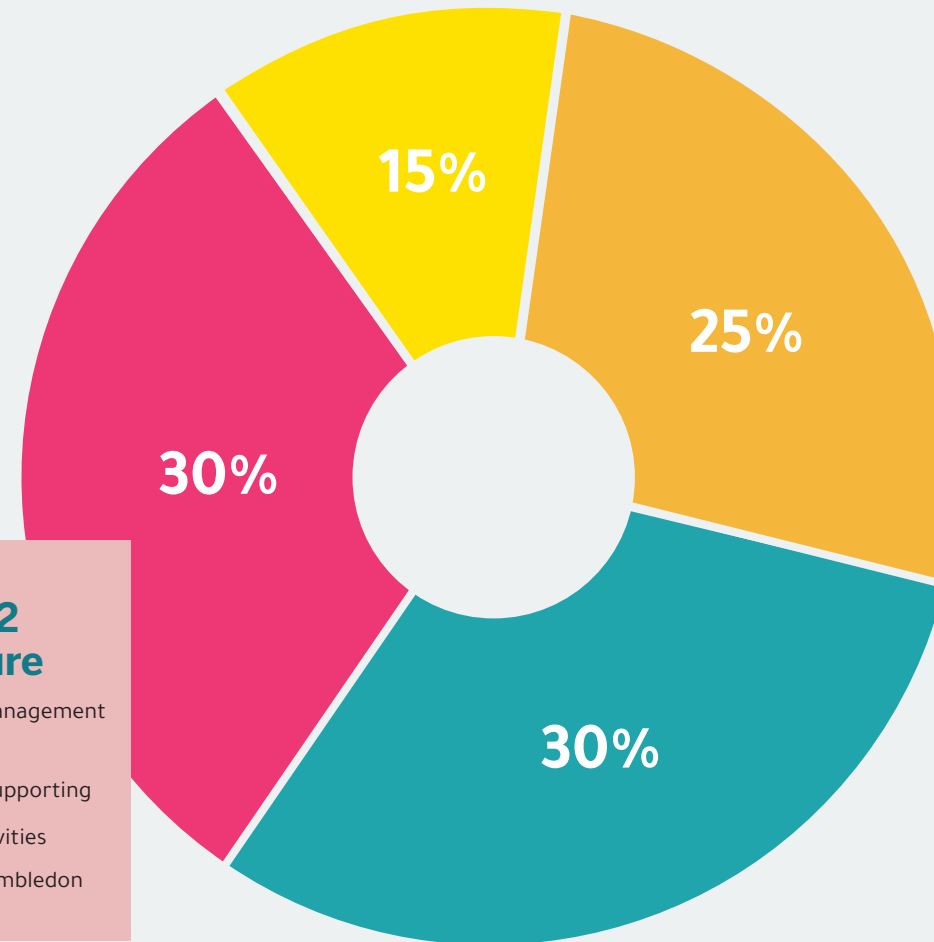
Additional income
£650,000

TOTAL ESTIMATED INCOME

£3,944,250

2027-2032 expenditure

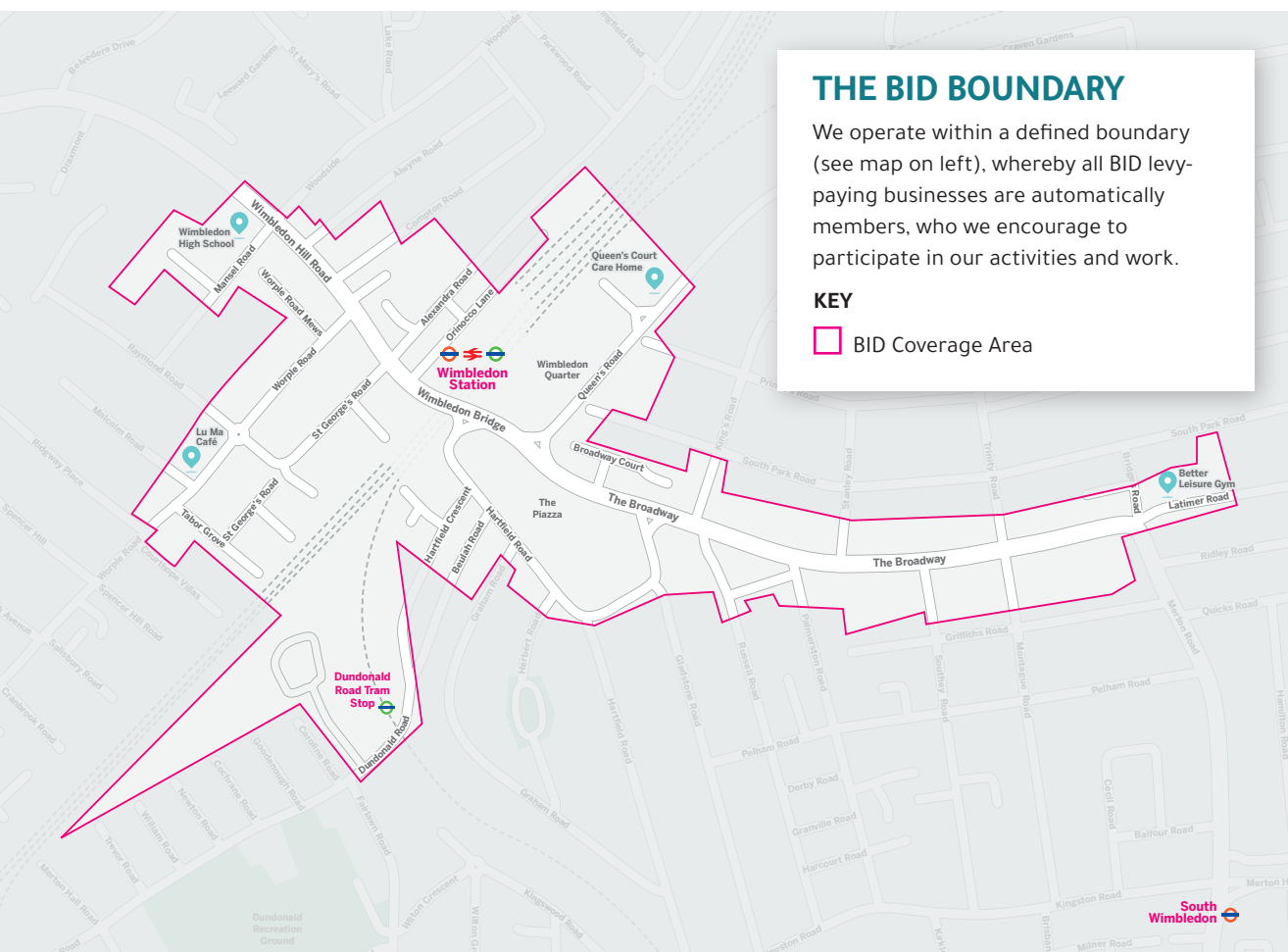
- Operating & Management Costs
- Promoting & Supporting
- Services & Activities
- Destination Wimbledon



3. The Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the levy rate proposed would require an alteration ballot.
4. The BID will file annual accounts at Companies House. The accounts will be available to all levy payers on request to Love Wimbledon.
5. The BID will monitor performance against annual objectives and will report to levy payers at least once a year. Regular updates through email bulletins, social media and business visits will keep businesses informed. Consumer and business surveys will be conducted throughout the BID term. An annual report and business meetings will provide information on the BID's activities, including finances. A financial statement will be distributed to businesses.
6. The BID shall meet with Merton Council, as the Billing Authority, to monitor service delivery, levy collection and financial management issues.
7. An Operating Agreement and the Council's Baseline service commitments will be agreed with Merton Council. A copy will be made available at www.lovewimbledon.org/the-bid.
8. BID levy income will be held in a ring-fenced account and used only for the delivery of the projects and services set out in the Business Plan. Love Wimbledon will operate with 3 months of contingency as best business practice.

About BIDs & Love Wimbledon's Ballot

Love Wimbledon was set up in 2012 by the businesses of Wimbledon, for the businesses of Wimbledon. The 2027-2032 term will be our 4th term and our second under the leadership of Craig Hurring. We are currently a small team of five (mainly part-time) and have a board of directors who represent different facets of Wimbledon businesses.



THE BID BOUNDARY

We operate within a defined boundary (see map on left), whereby all BID levy-paying businesses are automatically members, who we encourage to participate in our activities and work.

KEY

□ BID Coverage Area

ABOUT BIDS

A Business Improvement District (BID) is a geographical area in which the businesses within that area have voted to invest together to improve their place. Each BID has different aims and objectives depending on the needs of that specific area.

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

BIDs have been operating across the UK for over 25 years. A BID is a legal body formed under the Local Government Act of 2004. There are currently around 350 BIDs across the UK.

BENEFITS OF A BID (LOVE WIMBLEDON)

- ALL BID levy money is ringfenced for activity in the BID area
- Businesses decide and input into what they want for the area
- Significant extra money is received through sponsorship, funding grants and advertising
- Businesses can save money through the different services a BID offers (training, waste, collection, networking, promotion)
- A strong voice for business is achieved

DRAFT BID RULES - 2027-2032 TERM

THE BALLOT

- Merton Council will send those responsible for eligible hereditaments to be subject to the BID a ballot paper prior to 9th October 2026
- Each property or hereditament subject to the BID will be entitled to one vote in a 28-day postal ballot which will commence on 9th October 2026 and close at 5pm on 5th November 2026. Ballot papers received after 5pm on 5th November 2026 will not be counted
- In order for the proposal to be successful at ballot, the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour must exceed the total of those voting against
- The result of the ballot will be announced as soon as practically possible after the close of the ballot
- If successful at ballot, the new BID term will commence delivery of services on 1 April 2027 and will continue for a period of five years to end 31 March 2032
- Notification of the intention to hold a ballot was sent to the Secretary of State on 2nd June 2026

VOTE YES

Ballot Timings

NOTICE OF BALLOT ISSUED

24 September 2026

BALLOT PACKS POSTED

6 October 2026

VOTING OPENS

9 October 2026

REPLACEMENT AND LOST BALLOT PAPERS ISSUED

30 October 2026

SPOILT BALLOT PAPER REPLACEMENTS

2 November 2026

VOTING CLOSES

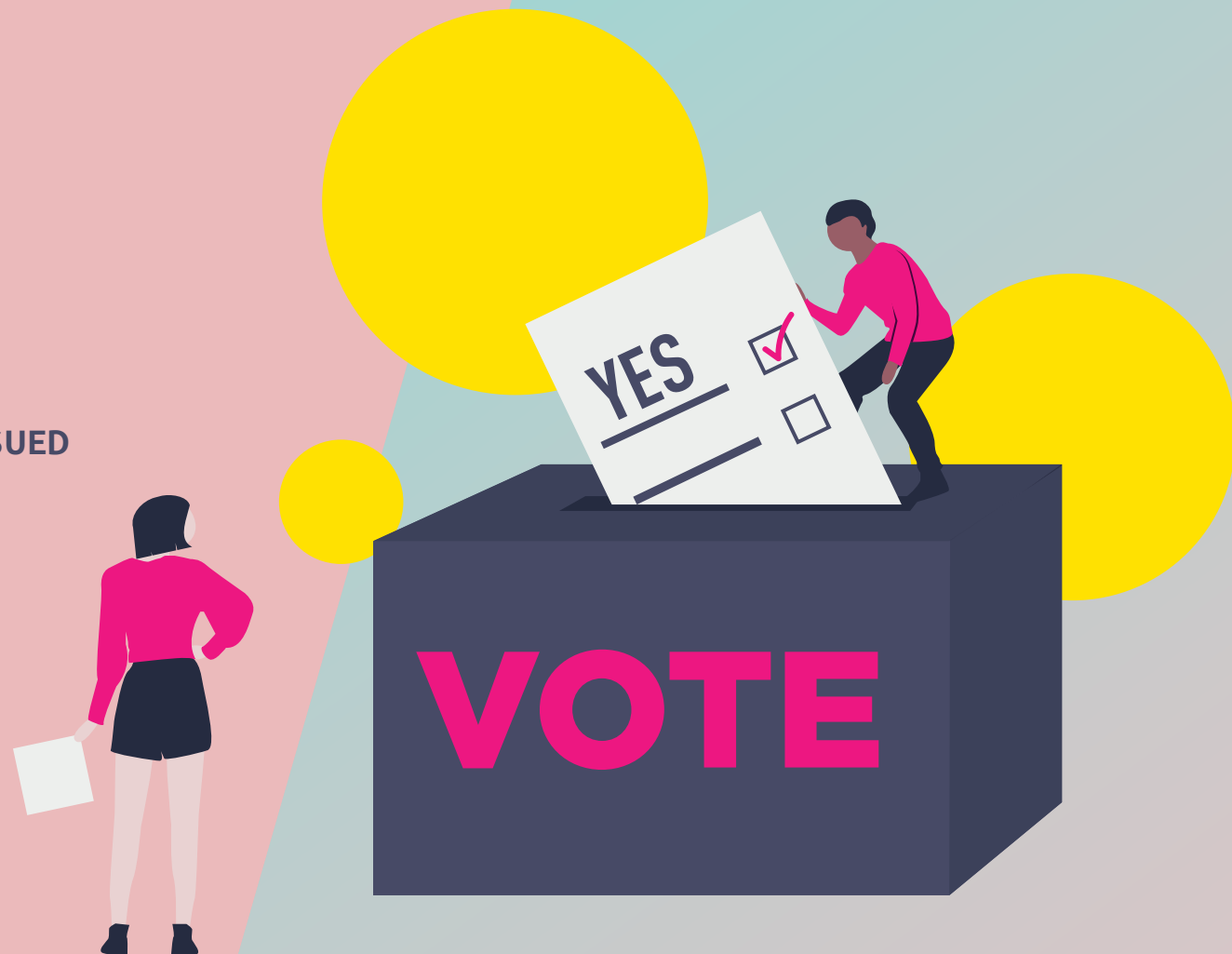
5 November 2026

DECLARATION OF RESULT

6 November 2026

BID TERM COMMENCES IF SUCCESSFUL

1 April 2027



VOTE YES

FOR LOVE WIMBLEDON BID



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