

# Make Purley the No.1 Local Destination

*Purley BID stands on the success of 5 years delivering projects to improving business in Purley. This proposal highlights many of those achievements and plans to make Purley the top local destination.*



## Life without PurleyBID

*As well as being the voice representing your business interests, without the BID we would lose hanging baskets, winter lights, banners, art, the food festival and much more. This term, we will be adding extra security and deep cleaning.*



@inPurley

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# Destination Purley



## in **Purley**

A PROPOSAL FOR THE  
RENEWAL OF THE PURLEY BUSINESS  
IMPROVEMENT DISTRICT

## 2021-2026





*Watch our videos to find out more.*

*Please visit our website or social media accounts where there are videos, summaries, snapshots and other content that will inform you why and how to vote for the Purley BID.*

*Choose Twitter, Facebook, YouTube, LinkedIn or visit [www.inpurley.london](http://www.inpurley.london)*



@inPurley





# Better for Business in Purley

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## Investment in our future

Over the past five years Purley businesses have benefitted massively from the Purley Business Improvement District (BID).

We have run well over 200 projects including hanging baskets, banners and the annual Food and Drink Festival. The BID has an impressive record in lobbying for Purley, as well as, business support, promotions and other initiatives. The BID runs cleaning and greener projects to improve the environment.

We also enabled extra funding from Croydon Council and the GLA that would otherwise not be available without a BID.

## Purley First

Purley BID has represented our members' interests with hard fought campaigns. First of all we secured £200,000 investment into the multi-storey car park and five extra high street parking spaces. The BID was the leading voice in securing the business rates reduction by a third, this benefitted over 80% of Purley businesses saving an average of £2,840 per year in business rates. More recently we single-handedly managed to get £3.5 million of Croydon COVID-19 grants released that were otherwise tied up.

## Destination Purley

The value the BID adds to Purley goes much further than just lobbying, as this proposal will highlight. We have on top of what has been mentioned, cost reduction, social media promotion, poppies, art, focused security, extra cleaning and waste removal, as well as all the COVID-19 support, the list goes on and on.

We appreciate that times are tough for everyone and that is why we need a BID now more than ever.

We will continue to be a BID that punches well above its weight with its delivery, support and campaigning.

The BID plans to set the base levy investment rate for the businesses at 1.5%. This is a reduction from 2% applied in our first term.

I strongly urge you to vote YES to renew

Purley BID so we can continue to support the business community. The proposal will demonstrate there is so much to lose without the BID and highlight loads to gain with one.

Welcome



**Simon Cripps**  
Purley BID CEO



**Successful Rates Campaign**



**Regular Litter Picks**



**Baskets & Flowers**

## Supporting Our Business District

# What is Purley BID?

Purley BID was established in 2015 with a vision to make Purley better for business. Five years of investment in the town has supported our business community through promotion, events and services helping to make the town attractive and to raise the town's profile locally as well as nationally through lobbying. As a result, Purley BID has established itself as an influencer, recognised at local, regional and central government level.

Championing local businesses all the way, a BID enables delivery of projects and services above and beyond the provision by the local authority.

### Overview of a BID

A Business Improvement District (BID) is a way of making improvements to the businesses within the town. The BID is both business-led and business funded.

A BID is formed to improve the business interest of a specific area by investing in services, projects and events.

The BID is led by a board, whose members are from businesses in the area. It is funded by a levy applied relative to the current business rates. In the case of

Purley BID, this is set at 1.5% and looks to create an income for investment of around £120,000

per year, which is ring-fenced for the exclusive use of the Purley BID area.

### History of BIDs

Legislation enabling the formation of BIDs was passed in 2003 in England and Wales and there are now around 300 BIDs set up in the UK. BIDs run for 5 years and are voted in by the business ratepayers in the specified area. The mandate must be endorsed by over 50% of the businesses in both individual votes and proportion of rateable value.

BIDs are successfully delivering business improvements to towns all-round the UK such as Croydon, New Addington, Streatham, Twickenham and of course Purley.

### A Strong Business Voice

BIDs enable localities to have a stronger business voice in determining what happens in their town and that is certainly true of Purley BID.

As well as being in control of our own

budget for services we identify, the BID also creates effective engagement with councils and other bodies.

Purley BID delivers additional services that are not provided by the local council, we do not replace existing services.

As a recognised body we are also able to win extra grants and funding that would otherwise not normally be available.

# 150

**BUSINESSES  
SUPPORTED  
WITH RATES  
GRANTS AND  
LICENCING**





**Poppy Displays**



**Art Projects**



**Branded Banners**



**Private Security Patrols in 2nd term**

# Introduction

## What Purley BID is NOT

Purley BID does NOT replace services that the council is accountable for. The BID has engaged with the council to create baseline service level agreement documents for their deliverable services.

## The Levy

The levy applied on a successful second term BID will be the equivalent of 1.5% of the business rate. This rate will be applied to properties with a rateable value of £8,000 or above per year.

This amount has reduced from the first term levy amount of 2%. A typical business with a rateable value of £16,000 will have a levy of £240 (equivalent to £20/month).

## Voting

The Ballot will take place for a one- month period from 12<sup>th</sup> November to 10<sup>th</sup> December 2020. To be successful the vote must meet two criteria:

- Votes cast must be a majority (over 50%).
- Votes cast must represent a majority of the total rateable value in the BID area.

If successful, the decision of the vote for the BID makes the levy mandatory for business ratepayers.

## Commencing the BID

Levy collection is expected to start from 1<sup>st</sup> February 2021. The BID has a 5-year term, after which a new ballot will take place.

## Who is Included?

The levy will apply to all properties (hereditaments) with a rateable value of £8,000 or greater.

The area of the Purley BID is generally, but not exclusively, the CR8 2 postcode. Please check out page 26 to see the boundary map.



The BID is an essential support network in so many ways; a voice with the Council and TFL on unseen issues that arise, ongoing reporting of graffiti, fly-tipping, broken infrastructure and any anti-social behaviour. We would only notice these things if they weren't dealt with by Purley BID.

**Sara Aliano,  
All Bikes**





# Introduction



Regular Litter Picks



Deep Clean and Art



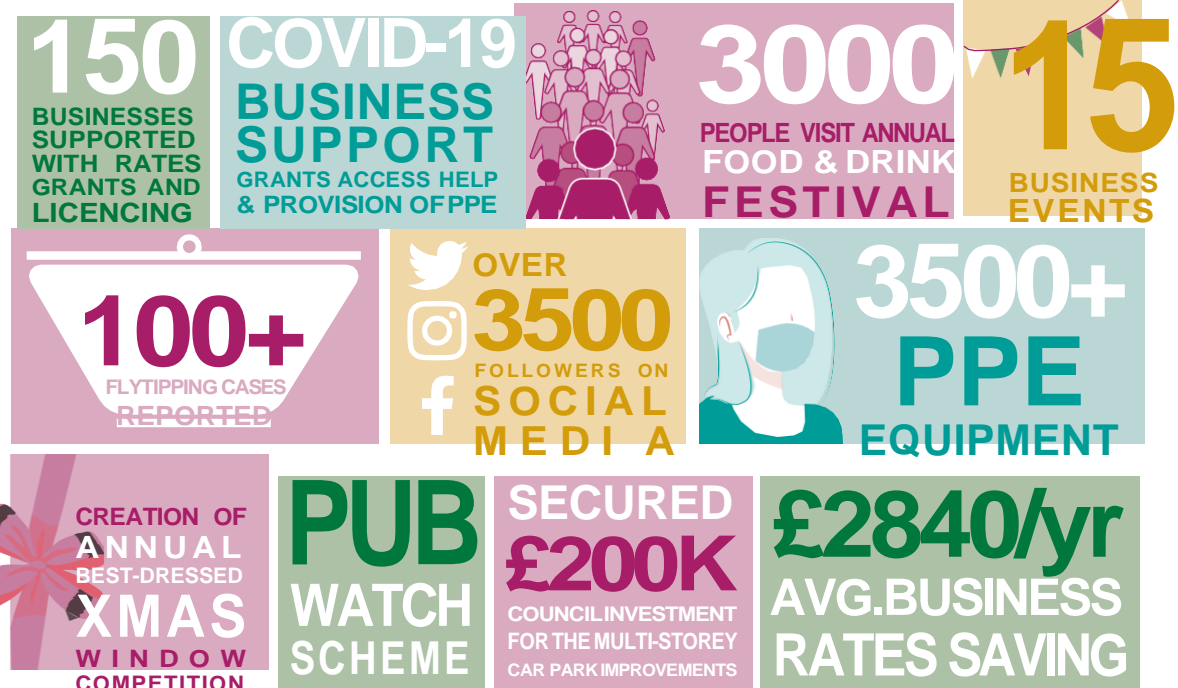
Hanging Baskets



Food & Drink Festival

## Making Purley a Destination Highlights from our first term

Here are a some of our achievements and projects delivered from the first five years of the Purley BID and the benefits given to your business.



What Purley BID achieved in the first term is nothing short of incredible. Campaigns saved businesses an average of £2.8k/year in business rates, released £2m COVID-19 funding, received £200k investment for the multi-storey carpark, and delivered on cleaning, food festival and more.

**Marlon Johnson,**  
Chairman Purley BID, Lupita Coffee House









# Introduction



## The next 5-years

The following pages highlight the BID objectives and projects for the next chapter.

We've gathered views to understand where to focus attention as a result of our business consultation survey, liaison with local businesses, board members and general meetings.

Let's take our first term achievements and build on them for the next 5-year term in making Purley a great destination.



# Introduction







# Introduction

## Making Purley a Destination Vote to keep your BID!

Purley BID was set up by local businesses who passionately believed in supporting each other for the benefit of everyone; residents and fellow business owners alike.

The first term was about establishing the BID, creating a Board and delivering core additional services, such as banners, baskets, extra cleaning as well as learning how to best serve the town and our community. The next chapter is about really moving Purley forward and making it a destination to be proud of.

We want the best for Purley and are constantly looking at ways to improve the area. Time is taken to gather ideas and quotes for projects to get the maximum results from our budget. The investments are open and transparent to fellow business owners who are all invited to be part of the decision making process.

The town is changing and times are hard and the BID can support you at these times and ensure that Purley truly is a fantastic destination to work, shop and visit and also that a Purley business is more supported than almost anywhere else in the borough. Much of what the BID does goes unseen,

whether it is campaigning, lobbying, organising, supporting and caring for the businesses. We also promote our businesses through our social media channels to extend reach.

We know that you are busy running your business on a day-to-day basis and it's hard to think about what's going on outside

your door. Purley BID does this for you.

We absolutely agree that it is visible results that will make a difference to the town and we have many projects in progress that will enhance the area and increase footfall.

Additional services for the next term we plan to include extra security, more regular deep cleaning and a focus on making Purley a preferred destination.

Without our Purley BID there would be no Christmas lights, the hanging baskets, flowers and banners would need to come down, graffiti and fly-tipping removal would not be managed anymore. You would not be represented on the various Boards and committees that prove so vital in keeping Purley in the forefront.

We have listened to your concerns and know that you may feel that the BID is just another bill but what you have gained so far and what you would lose with the

BID is immeasurable. We have reduced the levy fee to relieve some of this pressure but will still be able to provide

fantastic results.

A YES vote would mean that Purley has a real chance to shine and move forward as a community with support and backing from your Business Improvement District.

yes  
**VOTE!**





## Making Purley a Destination

# Our Themes

Building on the solid groundwork of the past five years, Purley BID will deliver ambitious projects covering three key themes for its second term. Reflecting how the world is changing, we've refined our focus to ensure maximum support for the town and Purley business. The following pages cover the detail, but in summary our themes are:

## Destination Purley

High Streets across the UK are changing, and COVID-19 has significantly sped this up. The internet has had a huge impact on the way we live our lives, an increasing population and more people working from home are all affecting the way we use our local business district. Purley BID will help plan for the future. We will focus on making Purley a go to destination. We realise that visitors will generally need to have an experience when they visit a town centre as many transactional purchases can be done online.

We will make Purley a destination that is the envy of the local business district and be a focus for new businesses to invest in.

This will be achieved by events (where safe), making the place cleaner and greener, safer, through great promotional campaigns and business support into the digital age.

## Access and Safety

Being able to access the town centre and know you are safe are crucial to the future success of the area and Purley as a destination.

On top of the current initiatives and close working relationship with the Police, Purley BID will deliver a Business Crime Reduction Partnership, where businesses can share and receive security information as well as providing extra daily security patrols across the town.

Plan for a Public Space Protection Order (PSPO) that will provide more power to the Police, safer neighbourhood team and security patrols to deal with anti-social behaviour and to create a no drinking zone in the district centre.

## Business Support

Purley BID's track record on lobbying for business is currently 100%. We will continue to represent your business interests with a strong voice, locally, regionally and nationally. With the current reduction in the business rates coming to an end in 2021, the BID will work to lobby the council, Valuation Office Agency (VOA) and government that a fair and measured rating solution is put in place for Purley.

We will continue to support businesses in these changing times including council and GLA representation – giving Purley a voice, digital marketing training, promotion, issue resolution and improved business environment.

WINTER  
LED  
LIGHTS  
ON TREES





The BID is essential to support the growing population of Purley and to ensure it's a great place to live, work and play.



**Ben Gershon**  
**Frost Estate Agents**

# Themes







## Making Purley a Destination

# Destination Purley

We love Purley and we know you do too. With the ever-changing world we need to promote Purley as a destination.

People are looking for an experience otherwise they can just make their transactions online. We need to make Purley stand out, offer more and be different. Which is why we need a BID to keep working on areas that need improving and celebrate the areas we excel at.

Whether for the family, workers, residents or the night-time economy, let's ensure Purley is a great destination.

So how do we go about making the town a great destination?

We need to make sure that the town is family friendly. Research shows that district centres that are good for the family increase footfall and dwell time; the two key factors that impact the economy of the area.

With a struggling global economy, we must ensure that Purley continues to look pleasant and is also attractive for new businesses to set up here. Research consistently shows that those who invest in promotion during a downturn significantly outperform those who don't. So we plan to invest in promoting Purley.

Purley BID will continue to deliver projects that ensure the town is a preferred destination for local residents and those farther afield.

These projects include:

### Cleaner

Purley BID patrol the town daily, reporting and removing graffiti and fly-tipping. It is important that this is done to preserve the town's image and prevent it from decline. The BID has ensured the removal of hundreds of pieces of graffiti and waste, as well as reporting damaged or missing street furniture (such as chairs, railings and road signs).

To deal with the rodent infestation causing problems at Purley Cross, Purley BID arranged for the foliage to be cut and kept back.

As well as organising numerous litter picks, the BID team has also input on the arrangement of street bins at optimum sites.

Provision of free cleaning annually to all businesses for their shop signages.

The BID also provides additional deep cleaning where the results are worthwhile.

For future initiatives, Purley BID is looking at ways to reduce issues caused by the pigeon population.

Reinstating the Flood Defence Committee to help manage flash flooding that Purley is susceptible to.

Procurement of the iconic Purley fountain back into working order.



## Destination Purley Themes

### Greener

To make the town aesthetically pleasing all year round, Purley BID invests in summer and winter floral displays including hanging baskets, boxes on railings and tiered planters.

Purley in Bloom is a new project that the BID plans to run, partnering with Network Rail, South East and Southern Rail, to deliver a greener and brighter town. Current plans are for new flowers to be placed in the islands within Purley Cross, as well as creating wild garden areas on the Godstone Road embankment to brighten it up and reduce littering.

### Activities for all

The BID has established the hugely successful family friendly annual Purley Food and Drink Festival, free of charge exclusively for the BID businesses to promote to over 3,000 people. The BID provides for free: stalls, power, promotion, candy floss, face painting, sand art, Mad Hatter's tea party, world blindfolded lemon catching championships, cycle smoothies and live music.

Each year the BID promotes five bi-monthly campaigns to support mental health under the banner of Live Well in Purley. These campaigns encourage people to Be Active, Connect, Give, Learn and Take Notice. This provides an opportunity to promote businesses in the town relevant to each theme.

Other events include the annual Easter egg hunt, the best dressed Christmas window competition, Monster Hunt and the online Advent calendar. These all increase Purley's image as a family friendly town, with the goal to increase, footfall, dwell time and spend.

### Winter & Christmas Lights

We provide lights, testing, maintenance, insurance and agreements for the Christmas lights without which there would be none. As well as seasonal Winter LED tree lights keeping Purley bright through the winter months.

“The Purley BID Food & Drink Festival is a fantastic community event that highlights Purley businesses and brings huge footfall both on the day and beyond.”

**Manish Patel,**  
**The Jolly Farmers Pub**





# Themes

## Destination Purley



### Promotion

During the next 5-year BID term, Croydon will be the London Borough of Culture 2023 and the BID will look to make the most of the opportunity to use this awareness to promote Purley to the max.

Bold Purley branded banners on lampposts help to give a sense of identity to the town.

The BID is also a big supporter of the Save Our High Street and Small Business Saturday campaigns, as well as working with the Council and Urban Symbiotics on the Purley Regeneration project.

We constantly promote Purley through our very popular social media channels. Our regular newsletters, leaflet drops and magazine adverts alongside promotional posters on railings, bins and notice board help to keep the community informed of what's happening in town.

### Art

The organisation of art installations has been key for making the town centre attractive for visitors, residents and businesses. This has often involved a considerable level of organisation from inception through to installation. Art projects over the 5-years have included flowers and spinners around Purley Cross. Working with the local school for children to showcase their art around the Mosaic Place hoardings. Working with Network Rail for street art under the bridge and commissioning a local artist to cover the My Old China site with a celebration of Purley. Getting three new murals installed on Platform 6 of the train station as a welcome to the area and recognition of local achievements,

### Other projects

Providing training and working towards Purley becoming a Dementia Friendly town.

Plans for the new term also include investigating licensing of busking in the underpass, a CR8 2Late promotion for the night-time economy and launching a Purley raffle competition to promote the use of Purley businesses, where the number of entries relate to the times you visit a business in the town. As well as, the renovation of the Brighton Road clock.

### Making Purley a Destination

Purley BID will assist in providing information to residents and potential new business owners of the benefit of why they should use Purley. We will be the voice to promote the town, a service which other nearby district centres lack.

“The BID is essential in ensuring that Purley businesses are fully supported in meeting the changing economic market.”

**Lisa Downham**  
**Get Fired**







## Destination Purley Themes

### What we've delivered...

#### Events

- Easter Egg Hunt
- Monster Hunt
- Summer BBQ
- Beer Festival

#### Free Kids Activities

- Face painting
- Sand art
- Candy floss
- Games

#### Food & Drink Festival

- Free stalls
- Lemon catching comp.
- Mad Hatter's tea party
- Smoothie bike

#### Promotions

- Purley Pages
- Social media posting on Facebook, Twitter, Instagram, Nextdoor
- Banners, notice board & bin posters, Ad boards for railings
- Leaflet drops
- Poppies on lampposts
- Purley Green & Garden Food Hub support
- School magazine adverts
- National celebrations

#### Art

- My Old China hoarding
- Iron Horse installation

- Mosaic Place hoarding
- Railway station murals

#### Projects

- Brighton Road Clock investigation
- Live Well event
- Croydon Report it
- Deep cleaning shop signage and underpasses
- Love Clean Streets app
- Perception & Image Audit
- Cleaner & Greener Audit
- Cut back foliage to deter rodent problem
- Reporting dumped cars
- Rotary clock cleaned

### What we will do...

- Much of the above and...
- Promote Purley as the 1st local destination
- Purley in Bloom
- Continue events and activities where possible
- Extra deep cleaning
- Store sign cleaning choice
- Art and culture projects

### What you will lose...

Along with everything listed above, the great community supported by The Purley BID initiative will suffer from not having access to the following:

- A voice to promote business in Purley
- Extra cleaning throughout the town
- Flower, baskets and green projects



# Themes

Destination Purley

“The BID is a great success and is the glue that keeps the night-time economy together. With the Pub Watch and Bar One, Bar All campaigns the town is a safer and better place to visit.”

*Cameron Munnery,  
The Pear Tree*







Annual Art installations

Year round hanging baskets



Purley Food and Drink Festival



Dementia Friendly Training and Town



State of the Art "Rainbow boy"



Welcome to Purley Signs

# Destination Purley Themes

REMOVAL OF  
**500+**  
PIECES OF  
GRAFFITI





## Making Purley a Destination

# Business Support

A lot of what Purley BID does to support businesses goes on behind the scenes. We have an incredibly successful track record of campaigns and lobbying to benefit and support the business community.

This is a voice that is the envy of many local business districts who do not receive this representation and support. With the inevitable tough economic times ahead, it is crucial that we continue and increase the support to our businesses.

To ensure that Purley is seen as the preferred local destination we will be providing ongoing business support. Here's an overview of the campaigns we've worked on to give insight into the type of activity we will provide on your behalf.

### Campaigns & Lobbying

Immediately at the start of our first term we fought to make improvements to the untended multi-storey carpark, in disrepair and without a plan

for improvement. Our campaign lobbied the council who met with the BID and agreed to inject over £200,000 in improvements including painting the walls and fixing the lights, doors and lifts.

Next came the 2017 rates review. Purley BID analysed

these rates and noticed an anomaly that Purley was treated far more harshly than any other business district. Where the rates review nationally

should have made a net 0% change and London to increase by 10% on average, Purley BID calculated that Purley businesses had a massive average 49% increase. This led to an 18-month campaign with the Purley BID team taking our figures to Chris Philp, MP Croydon South, who lobbied the Chancellor of the Exchequer directly. In the 2018 Autumn budget statement, the Chancellor specifically referenced our campaign as being a contributing factor to the government deciding to reduce the rates by a third. This policy change campaign led by Purley BID made a nationwide reduction of £450m and notably in Purley the third reduction in rates meant a net increase of 0% which was the goal.

However, the fight is not over as these changes are only in place until 2021 and we need to ensure Purley has a voice when the time comes.

Currently, Purley BID has a 100% success rate on lobbying, whether that be for Purley, Croydon or nationally.

We are the mouse that roared.

### COVID-19 Support

As the country went into lockdown due to COVID-19, the Purley BID team went full-throttle into action to provide support for our businesses. Not only did we set up group communication, weekly

task force meetings for all businesses offering support as well as organise PPE, most notably Purley BID single-handedly lobbied Croydon Council regarding its

LOWERED  
BUSINESS  
RATES  
BY A 1/3





## Business Support Themes

interpretation of the confusing rules surrounding the Government Grants for small businesses.

This meant numerous Purley businesses that were initially excluded from receiving the £10,000 grant were now able to apply for it. This campaign affected many businesses borough wide and the release of up to £2m unclaimed grants prevented the loss of several of our small businesses.

Throughout the pandemic Purley BID supported our businesses helping them to get back on their feet and work safely as soon as possible. We were key in ensuring many businesses were able to access their grants as well as receive PPE equipment.

Purley BID supported with:

- BID Resilience fund
- Croydon BID taskforce
- Croydon webinars
- Discretionary grant
- Eat Out to Help Out campaign
- Grant campaign
- Organising Zoom meetings
- Pay it Forward
- Raise the Bar campaign
- Withheld grants campaign
- PPE supplies including:
  - Distance markers
  - Floor tape
  - Face guards & masks
  - Sanitiser
  - Sneeze shields
  - Information posters

“

During the COVID-19 pandemic, Purley BID was invaluable with its support, advice and provision of PPE at a time when we needed consistent guidance and to bring the business community together.”

**Mary Coughlan**  
**Lucinda's Fashion Boutique**





# Themes

## Business Support



### Community Development

Purley BID provides numerous networking opportunities including organisation of our business convention.

We support and help businesses grow by directing business owners to the right support at Croydon Council, business growth hubs, access to training, loans, grants and providers of cost reduction services.

Our ongoing engagement and representation help provide a voice for Purley businesses. Communicating and fostering key relationships with Councillors, the Mayor, the GLA, the MP, Rotary, Police and Residents' associations. We gather support from memberships of British BIDs, Association of Town and City Management, liaising with other business districts and BIDs. We also represent Purley on numerous boards, such as the Night-time Economy Forum, Future Place, Meanwhile Use and several more.

We give Purley a voice that many of our neighbouring district centres fail to have.

### Training

Did you know that 97% of people learn more about a local company online than any other medium? In fact, 88% of mobile online searches for local businesses result in either a call or business visit within one day.

The BID will help ensure that Purley is benefitting from online searches and the businesses are able to adopt and make the most of digital technology.

We are also able to provide, training and support and access to further help from outside the BID.

Our town has a superb Business Engagement Manager who patrols the area daily to report any issues. This relationship is a powerful tool for connecting the businesses, the local community and local authorities, enabling them to work together to improve Purley district centre.

**Deva Ponnonnamsami**  
**Tulsi Dining**







## Business Support Themes

### What we've delivered...

#### Events

- Business rates campaign
- Business of the month
- Business development resources
- Charity of the year
- Annual surveys
- Board meetings
- Business Engagement Audit
- Cost reduction support

#### Recognition

- Best local champion
- Commitment to community

#### Engagement

- Council & Councillors
- GLA
- London Mayor
- MPs
- Press and media
- Relations
- ATCM
- British BIDs

#### Promotion

- Newsletters
- Network meetings
- Shop Local campaign
- Spring Conference
- Website & blog
- Social & business

#### Representation

- European Croydon Conference
- Meanwhile use board
- Future place board
- BIDs High street conference - Keynote speaker
- Night time economy board
- Residents association
- Rotary Club
- Schools
- Churches Together
- Networking events

### What we will do...

- Much of the above and...
- Business Rates campaign
- COVID-19 Support

- E-Commerce support
- Lobbying and representation

- Cost reduction
- Increased business communication

### What you will lose...

Along with everything listed above, the great community supported by The Purley BID initiative will suffer from not having access to the following:

- Representation
- Engagement

- Training
- Lobbying

- Access to funding
- Support







Purley BID played an instrumental part in successfully lobbying to get a business rates reduction by a third for shops nationwide. The BID's research and work helped me put forward the case directly to the Chancellor which was acknowledged as a key influence during the 2018 Autumn Budget.

**Chris Philp**  
**MP Croydon South**

## Business Support Themes







## Making Purley a Destination

# Access & Safety

We've found that the biggest and most common issues facing almost all district centres across the UK is access and safety. With an increasing population it is almost inevitable that more issues will arise. A key focus will be to make sure that Purley is a safe place to visit and ease of access for all.

Here's an overview of just some of the projects we delivered and future plans.

## Improved parking

The first two projects Purley BID delivered were to increase parking on the High Street by five spaces through redesign. We also successfully lobbied for the council to invest £200,000 into making improvements to the multi-storey car park.

The BID has liaised with both GLA and the council on how the enforcement of parking is managed as well as dealing with disputes where enforcement officers cannot resolve.

Purley BID sees one resolution to the on-road parking issue is to have ticket machines that require registration numbers to be input to prevent people from 'feeding the meters' throughout the day. We plan to take this on as a project following a successful renewal.

## Wayfinding

Purley is affected by access and parking by being on the junction of two major A roads leading from the M25 to London. Following an audit from Purley BID, the report showed that wayfinding signs for parking in Purley were substandard. The BID commissioned

a project to deliver better parking signs across Purley. This has involved a wayfinding strategy survey and report and has created the solution to provide the appropriate signage for parking in the town that is woefully short. This project was in the very final stages of delivery with all signs and routes finalised when COVID-19 put it on hold. Purley BID plans to complete this project in our second term.

Purley BID is working closely with all parties to ensure that the 'pinch point' at Purley Cross traffic lights from Russell Hill Road will be resolved. In discussions with the GLA, TFL and the developers, Purley BID has pushed for the option to straighten this junction as Mosaic Place is developed. We are currently the only body lobbying to ensure the developer lives up to the promise of straightening this problematic junction and see it as an important issue to resolve.

## Partnerships

The BID works closely with many partners to provide a safe environment for businesses and visitors to the town.

Regular visits from the community Croydon Drop-in Centre Talk Bus provide a safe place for young people to look for support.

With a high percentage of elderly population in Purley, the BID has worked hard for Purley to become a dementia friendly town by providing dementia awareness training for businesses ensuring those affected are looked after when they use services in the town, providing reassurance to relatives.





# Access & Safety Themes

## Night-time economy

Purley BID has also established a Pub Watch scheme so licenced premises can share information. We also run a Bar One Bar All program to act as a deterrent for anti-social behaviour. With Purley BID working with the Croydon Night-time Economy Forum, Purley can be proud that it has one of the more thriving evening district centres in the borough.

## Security

One of the BID's key roles has been to find and work with partners to bring better security and access to the town.

Upon renewal, Purley BID is looking to take on the services of a private security firm to make daily patrols to manage anti-social behaviour and to be a visible deterrent for crime.

Purley BID is also signing up to the Crime Reduction Partnership for businesses to securely gather and share information on crimes and anti-social behaviour as well as get access to a wider database of local activity.

The BID has a good and active relationship with the Police Safer Neighbourhood Team (SNT) ensuring the focus is placed in the right areas in the town.

Purley BID is also currently working to deliver a Public Space Protection Order (PSPO). This will assist the Police, safer neighbourhood team and security patrols to manage anti-social behaviour and create a no drink zone in the town. This project will be delivered on the BID renewal.

“ We were so grateful, on behalf of our clients, for the successful campaign launched to make improvements to the multi-storey car park, making it brighter, cleaner and fixing the lifts. It has made the town more accessible and convenient.

**Sophie Clarke,**  
**Rowland Brothers Funeral Directors**





# Themes

## Access & Safety



**Multi-Storey Car Park Investment**



**Banners**



**Landlord Engagement**



**TFL Engagement & Dementia Friendly Town Training**



**Daily private security patrols budgeted for in second term of Purley BID**

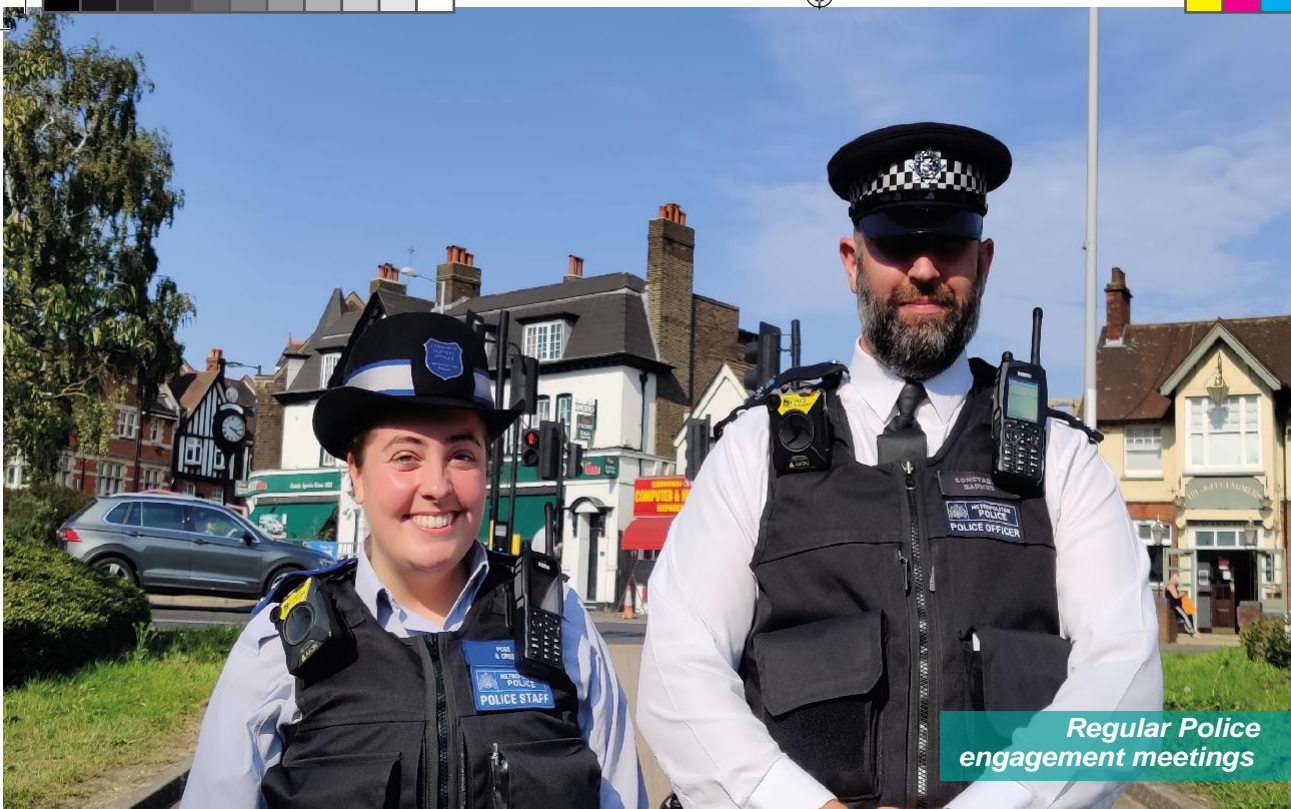


**3000 pieces of PPE delivered including hand sanitiser, shop counter sneeze shields, masks, distance tape and signs**



**Underpass deep cleaning carried out**





## Access & Safety Themes

### What we've delivered...

- Access & Parking Audit
- Campaign - closing Godstone Road for SES water works (COVID-19)
- Multi-storey car park
  - Cleaning
  - Fixing lifts and doors
  - Lights upgrade
  - Painting
- More parking spaces on High Street
- Parking enforcement support High Street
- Parking campaign Russell Hill
- Resolving parking issues
- Replacement road signs
- Anti-social behaviour management
- Bar One Bar All
- Pub Watch
- Community engagement
- Fire brigade engagement
- Police engagement
- Lamppost testing
- Night-time economy support
- TFL engagement
- Croydon Dementia alliance
- Mosaic Place engagement
- Safer neighbourhood team meetings
- Safer Streets Audit
- Talk Bus

### What we will do...

- Extra daily private security patrols
- Town entry and parking signs
- Wayfinding project
- Night-time economy support
- TFL engagement
- Anti-social behaviour management
- Crime reduction partnership

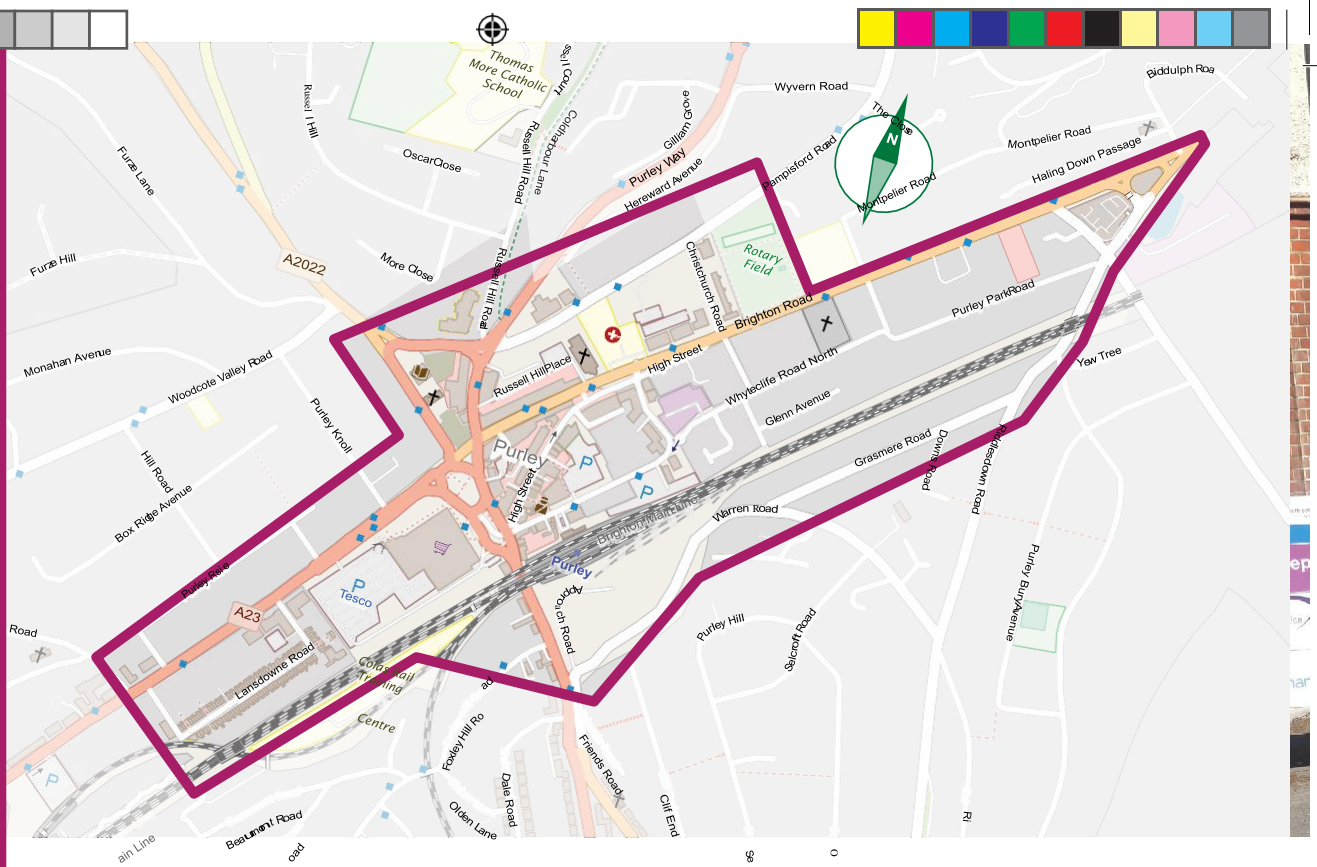
### What you will lose...

Along with everything listed above, the great community supported by The Purley BID initiative will suffer from not having access to the following:

- Increased security
- Engagement with traffic management







## Making Purley a Destination The Purley BID Boundary

The Purley BID area comprises of the business hereditaments that are enclosed in the pink area of the map above.

The majority of this area is within the CR8 2\*\* postcode, however not all of the CR8 2\*\* postcode area is covered but a few extra businesses are incorporated. This is to ensure that the businesses included can be fairly represented by the BID.

The BID boundary runs along and includes both sides of the Brighton Road (A23) from the south, starting at the junction of Lansdowne Road (11 Brighton Road) on the south east side and opposite the entrance of Lansdowne Road on the north west side, including and down from 48 Brighton Road. This runs along both sides of the (A23) Brighton Road and (A235) Brighton Road and up to and including Capella Court and the junction of Biddulph Road.

The south east boundary of the BID runs both sides of the road southwards, from Capella Court along Riddlesdown Road to Grasmere Road and including both sides of Grasmere Road.

The boundary continues from the end of Grasmere Road with the junction of Warren Road towards and including both sides of Approach Road, all the way to the junction of Godstone Road.

The Purley BID boundary starts on Godstone Road on both sides north west from the junction with Downs Court Road to Purley town centre. Heading north west up both sides of Purley Road and both sides of Banstead Road up to 37 Banstead Road. It includes the other side of Banstead Road along A2022, Foxley Lane, down from 20 Foxley Lane and heading round Purley Library onto the A23.

The BID area also includes Russell Hill Road up to the junction with Russell Hill. The BID boundary crosses the Purley Way at 922 Purley Way. The area covers both sides of Pampisford Road from the start up to the junction of Christchurch Road on the south and up to and including 39 Pampisford Road on the north. Both sides

of Christchurch Road are included, joining at (A235) Brighton Road.

**SECURED  
£200K**  
COUNCIL INVESTMENT  
FOR THE MULTI-STOREY  
CAR PARK  
IMPROVEMENTS



## Making Purley a Destination BID Ballot Mechanism

### The Ballot Process

1. Croydon Council will canvass to identify the eligible voters, by sending out named voter forms. If a form is not completed and returned, the ballot paper will be sent to the name provided by the local authority's business rates department.
2. The Council, at its own cost, will send a ballot paper to the eligible voter at each property.
3. Each property in the BID will be entitled to one vote in respect of this BID proposal. This will be a postal ballot which will start on 12<sup>th</sup> Nov 2020, and close at 5pm on 10<sup>th</sup> Dec 2020. Ballot papers received after 5pm on 10<sup>th</sup> Dec 2020 will not be counted.
4. In order for the proposal to be successful at ballot, the result will need to meet, as a minimum, by two independent criteria which are:
  - a) of those ballots returned by the close, those voting in favour of the BID proposal must exceed those voting against it, and
  - b) of those ballot papers returned by the close, the total rateable value of those properties which vote in favour, must also exceed the total of those voting against.
5. The ballot will be counted by Croydon Council who will announce the result as soon as practically possible after the close of ballot.
6. If successful at ballot, the BID will continue delivery of services in

February 2021 and will continue for a period of 5 years to January 2026.

7. At the end of the 5-year term eligible voters will be asked to vote on a BID renewal proposal.

### Finances

1. The budgeted income from levy collection in the first year of renewal is estimated at £102,085.
2. Expenditure for each year is budgeted at £112,085 leaving a provision of 2% of expenditure providing for an anticipated surplus of £18,240 by the end of the 5-year term.
3. Core running cost is forecast to be around 20% of total expenditure for staff, administration, accounting etc.
4. Income in addition to the levy is expected to be generated to assist the BID with achieving its objectives. Additional income may come from public sector, local and central government funding as well as private sector investments and income generating activities. A key strand of BID activity will be to utilise the availability of the levy and the activities of the BID to apply for additional grant income, project support, match-funding and sponsorship.







## Making Purley a Destination

### The Levy Rules

1. The annual levy rate to be paid by each property is to be calculated as 1.5% of its rateable value as at the 'chargeable day' (1<sup>st</sup> February annually).
2. Properties with a rateable value of £8,000 or more will be liable for payment of a levy.
3. The number of properties or hereditaments liable for the levy is estimated at 181.
4. The levy will be charged as one amount annually in advance, with the chargeable period being February to January each year. No refunds will be available on the levy charged.
5. The owners of untenanted properties and charity shops will be liable for payment of the levy.
6. Applications for exemptions, reductions and capping of the levy rate can be applied to individual properties in exceptional circumstances. This will be the subject of review and approval by the BID company.
7. The rateable value is defined as the rateable value within the current council ratings list.
8. Where there is a change of use or a physical change to a property including inter alia; new construction, merger, subdivision, extension and refurbishment, an estimated levy will be applied.
9. If, during the term, the rateable value assigned to a property falls below £8,000 for whatever reason (either through physical change, change of use, or revaluation arising from the adoption of a revised Rating List), the property will be exempt from the levy from the next chargeable period.
10. If, during the term, a property or hereditament with a rateable value which had previously been below £8,000 threshold is assigned a new rateable value which is above £8,000, the property will be liable for the levy from the next chargeable period.
11. The Levy amount will be capped at £25,000
12. Croydon Council will be responsible for collection of the levy.

**"I've been delighted to work with Purley BID ever since it was created, and the partnership between us has been beneficial in many different areas."**

**Councillor Simon Brew,  
Purley and Woodcote Ward**







## Governance

1. The not-for-profit Community Interest Company will continue to manage the BID.
2. Following a YES vote, the BID Board will continue to represent levy paying businesses within the BID area and such other businesses and stakeholders from February 2021. The Chair of Board will be Marlon Johnson.
3. The Board members will continue to create rotation policies for membership. Additional members may be co-opted, as required. Nominated representatives from the Council and the Police will not be subject to the election process.
4. Other matters of governance are standard and laid out in the Articles of Association of the Purley BID Community Interest Company Limited, available on the website [www.purleybid.co.uk/about/board-meetings](http://www.purleybid.co.uk/about/board-meetings)
5. The team that has been responsible for developing the BID proposal will be responsible of the operational delivery team for the BID.
6. The Board shall have the ability to vary service delivery and expenditure according to the changing demands of levy payers. However, any change to the BID boundary or levy rate would require an alteration ballot.
7. Businesses within the BID area whose rateable value is under £8,000, and those outside the area, will be encouraged to support the work of the BID.
8. An agreement in principle, subject to a successful YES vote has been reached with Croydon Council for an Operating Agreement of the Council's baseline service commitments.
9. Notice of the intention to hold a ballot was given to the Secretary of State on 11 June 2020. Notice of Ballot will be sent to participating businesses by Croydon Council within the required statutory period.

“Purley BID is an essential link with Croydon Council and the work it does is invaluable to businesses and the future regeneration of Purley.”

**Councillor Manju Shahul-Hameed**  
Cabinet Member for  
Economy & Jobs







## Making Purley a Destination Purley BID Budget

Here are the indicative figures for the BID delivery projects for the next 5 years.

The annual BID levy has been reduced to 1.5% for the vast majority of businesses and so a lower levy collection than previous years.

Efficiencies have been made regarding the running of established projects that recur each year. Which means less hours are required delivering some services and therefore lower cost.

The operating costs are kept to 17% which is lower than industry standards.

The levy collection costs are operated at a fixed fee by Croydon Council which charges the BID £35 per hereditament.

It is estimated that the BID will secure a further £10,000 a year through extra funding of grants or ward budgets.

First year costs differ from subsequent years due to the expectation that there will not be the annual Food and Drink Festival in the first year. This budget is planned to be invested in completing the wayfinding project.



With the economic uncertainty ahead following the COVID-19 pandemic, Purley BID is pivotal in looking after the best interests of the businesses as it has shown a consistent approach to delivery.

**Kevin Moss,**  
**Accountant,**  
**Palmerston Accountants**





# Finances

## Purley BID Budget\*

## Annual Investment

	Year 1	Years 2-5	5 Year Total
<b>Total Income</b>	<b>£112,085</b>	<b>£112,085</b>	<b>£560,425</b>
Grants & Donations	£10,000	£10,000	£50,000
Income	£102,085	£102,085	£510,045
<b>Access &amp; Safety</b>	<b>£24,416</b>	<b>£14,468</b>	<b>£822,288</b>
<b>Destination Purley</b>	<b>£32,240</b>	<b>£42,240</b>	<b>£201,200</b>
<b>Business Support</b>	<b>£29,178</b>	<b>£29,178</b>	<b>£142,866</b>
<b>Operational Costs</b>	<b>£22,551</b>	<b>£22,551</b>	<b>£112,755</b>
<b>Contingency</b>	<b>£2,400</b>	<b>£2,400</b>	<b>£12,000</b>
<b>Total BID Expenditure</b>	<b>£112,084</b>	<b>£112,084</b>	<b>£560,420</b>

\*These figures are indicative of expected investment they arise from and will be approved again at the next priorities as by the BID board over the 5 year term.



# What Happens Next in Purley



The Purley Business Association established the need for change in 2014 by consulting with individual Purley businesses and key groups such as the Croydon Council Economic Development Department, local residents groups, faith groups and establishments, GLA member and ward councillors.

The support was overwhelmingly positive at this stage and around 90% of those responses were in support and positively in favour of doing something collective and active for Purley businesses. In 2015, a company was formed to run the BID development activity and later the BID itself with the formation of a management board.

The website [www.purleybid.co.uk](http://www.purleybid.co.uk) soon followed, to talk about the BID and make the background documents for the full business plan available to all.

## Purley BID Board

The Purley BID Board is now well established and its members all have businesses in Purley. The Board is open to all Purley business owners to join and meetings are held regularly to agree spending and future projects.

## Engagement & Baseline Agreements

To ensure that the BID levy delivers extra services and is not used to bolster shortfalls in Council spending, the BID will continue to engage with Croydon Council to confirm exactly what the Council is committed and targeted to deliver.

This will establish the minimum service level that Purley expects from the Council and the BID will ensure that Croydon Council is held accountable for meeting those target levels. These Baseline

Agreement documents have been updated for the second term. Services beyond those agreed can be negotiated or purchased separately by the BID, either from the Council or independently, where cost savings to Purley businesses can be made by procuring competitive commercial service providers in future.

## Consultation & Preparation

The communications to involve all the businesses in Purley commence with a business and residents survey, networking opportunities and the availability of this prospectus to provide opportunities to understand the BID and decide to vote YES to continue a second term.

## The BID Ballot

For the Ballot stage, you will be sent a ballot paper and asked to vote on the content of this BID proposal with the reduced bid levy.

The BID will go ahead if over 50% of the businesses vote YES and over 50% of the rateable value is represented in those that voted **YES**.

## What Will it Cost My Business?

Once the vote of YES is received, you, the business rate payers in the BID area, will be required to pay one annual payment towards the BID each year for five years. This payment will be calculated at a new reduced rate of 1.5% of the rateable value for your individual property, known as a hereditament. So, if you own a business that has a rateable value of £15,000 you will pay £225 to the BID for 2021/22. The payment will be collected via an invoice from Croydon Council around February 2021.





*And there is more...*

*Please visit our social media accounts where there  
are videos, summaries, snapshots and other content  
that will inform you why and how to vote for the Purley  
BID.*

*Choose Twitter, Facebook, YouTube, LinkedIn and [www.purleybid.co.uk](http://www.purleybid.co.uk)*

@inPurley





