

Business Improvement District (BID)

Renewal Proposal for Central Parade New Addington



*cleaner, safer, more attractive,
more footfall, more customers*

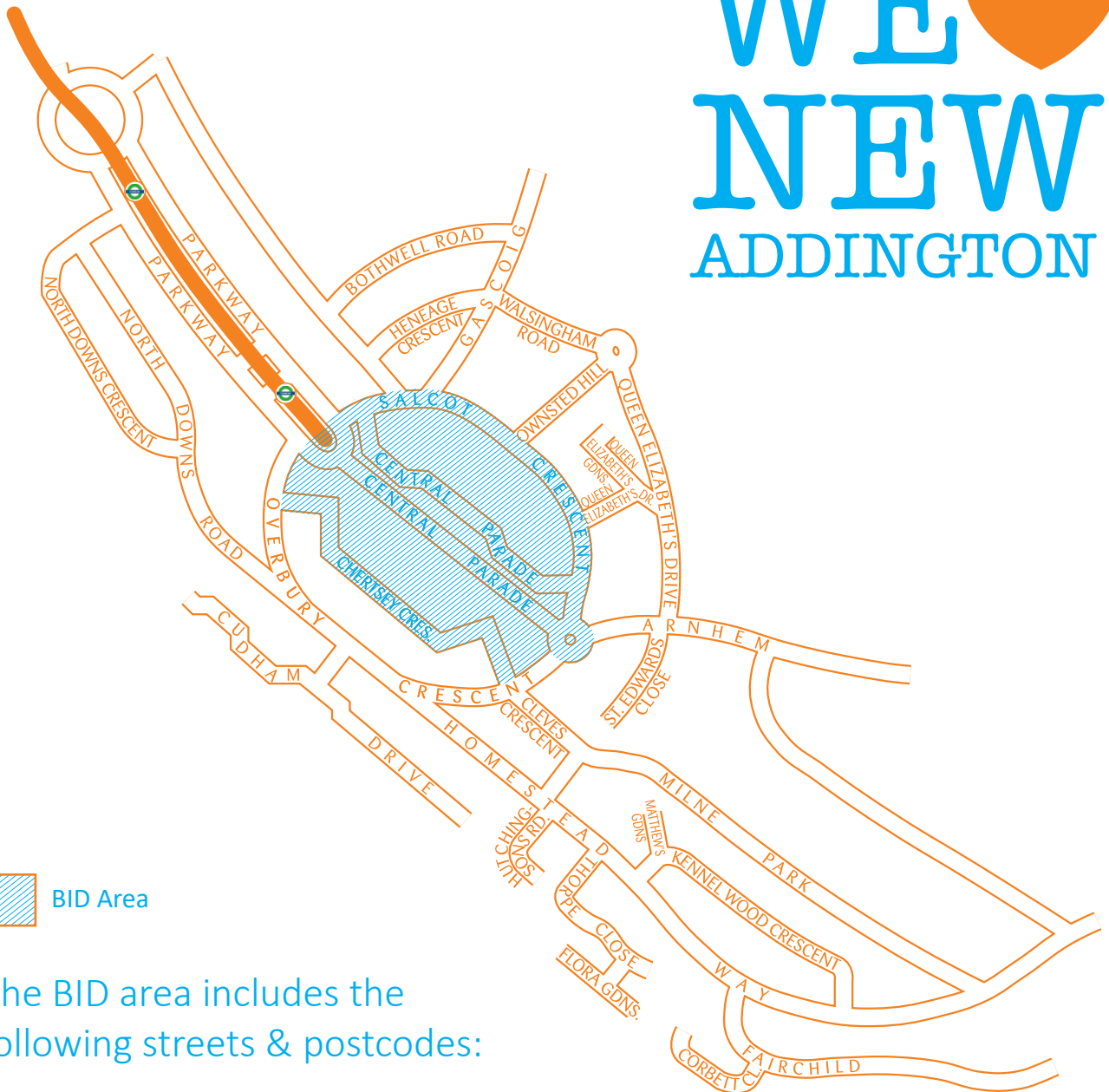
2018-23



“We are extremely proud of the diversity of the retail offer on the Parade and work hard as a BID board to improve the trading environment for our levy payers. Much of our work is to address the ‘usual suspects’ of cleanliness, security and business competitiveness. With this in mind, we have introduced new cleansing and lighting schemes and opportunities for businesses to switch to cheaper telecom and utility providers.”

Ken Burgess Chair, CPBP & BID

**WE ♥
NEW
ADDINGTON**



 BID Area

The BID area includes the following streets & postcodes:

- Central Parade- CR0 OJD, CR0 OJB, CR0 OJW
- Chertsey Crescent- CR0 ODX, CR0 ODH
- Salcot Crescent- CR0 OJG, CR0 OJR, CR0 OJJ

There are 67 eligible hereditaments (business premises) in the BID area.



“Central Parade may be the smallest BID in the UK; but we pack a hell of a punch. We make every £ count.”

Ken Burgess Chair, CPBP & BID



*Ken Burgess,
Chair, Central Parade Business Partnership and New Addington BID*

Foreword

Central Parade Business Partnership (CPBP) is coming to the end of its first term operating the New Addington Business Improvement District (BID) and as your Chairman I must report it has been a resounding success.

With an approval by 82% of eligible voters you agreed in December 2012 to form a Business Improvement District. At its heart was a five-year business plan which set out your priorities:

Maintaining a safe and secure environment: Working with our police partners we secured the services of four additional police officers and with their help have reduced anti-social behaviour to its lowest level ever. We have installed and maintained lighting in the communal stairwell areas, making them safe for residents. After much lobbying, we have gained Council assurance that the rear service road will be made safe and secure.

A clean and attractive environment: In partnership with Croydon Council, we leveraged over £858,000 of additional funding. Widening and improving the pavements has enabled traders to make much better use of their shop forecourts. We have introduced and maintained a continuous cleansing regime for the common stairwells and secured regular refuse collections for tenants above Central Parade shops.

A Strong Business Voice: We have continuously voiced your interests to Croydon Council, Police, Fire Service, Safer Croydon Partnership, the Mayor of London and other authorities. We added our support to the local Council and pan-London response to the Secretary of State re the Business Rates Revaluation 2017. Our representations secured a reduction in the cost of proposed fees for forecourt street licenses and business parking permit fees, and in conjunction with the Market Manager and Council officers, we returned the twice weekly market back to its rightful place on the market square and adjacent car park. We helped minimise the disruption associated with the recent regeneration process, enabling businesses to continue trading as normal.

Perception & Image: Regular editorial content about BID programmes and events appeared in the New Addington

Magazine keeping members informed and up-to-date with our activities. This year we have developed a Love New Addington promotional campaign associated with in-shop competitions and market square activities. Participating shops show a significant increase in footfall during these events.

We are a major funder for the annual Christmas Lights and fireworks festival, which is of particular benefit to the evening economy. To help our members improve their skills on social media and online marketing we funded a programme of free business mentoring training. In collaboration with London Wildlife Trust we have begun promoting family activities and accessibility to local nature reserves, have secured additional funding to improve signage and run more events.

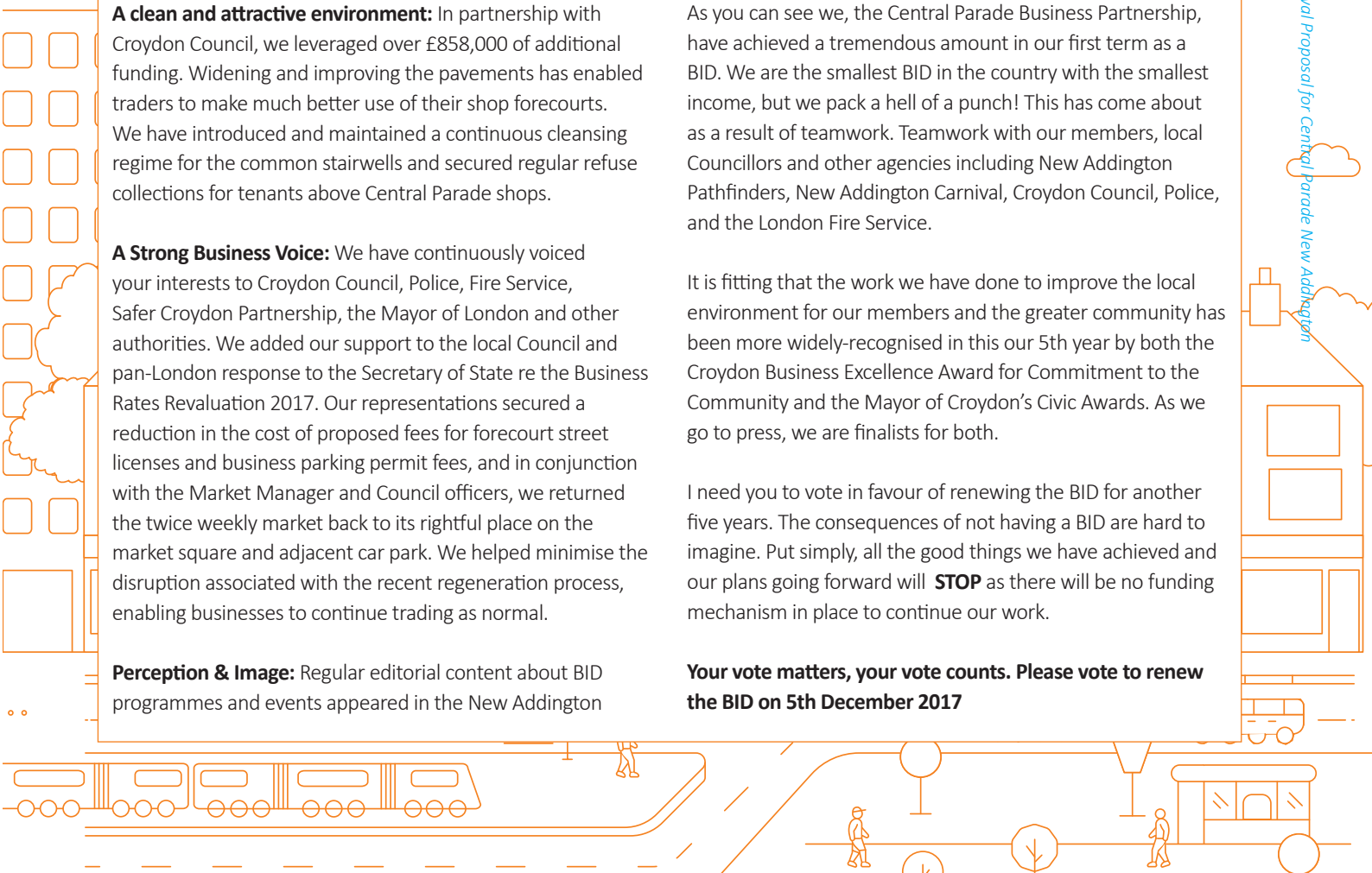
Accessibility: We achieved the provision of one-hour free parking along the Parade. This was a hard-fought campaign and in addition, our representation and vigilance ensured improved access to the car parks and suitable disability access to all shops.

As you can see we, the Central Parade Business Partnership, have achieved a tremendous amount in our first term as a BID. We are the smallest BID in the country with the smallest income, but we pack a hell of a punch! This has come about as a result of teamwork. Teamwork with our members, local Councillors and other agencies including New Addington Pathfinders, New Addington Carnival, Croydon Council, Police, and the London Fire Service.

It is fitting that the work we have done to improve the local environment for our members and the greater community has been more widely-recognised in this our 5th year by both the Croydon Business Excellence Award for Commitment to the Community and the Mayor of Croydon's Civic Awards. As we go to press, we are finalists for both.

I need you to vote in favour of renewing the BID for another five years. The consequences of not having a BID are hard to imagine. Put simply, all the good things we have achieved and our plans going forward will **STOP** as there will be no funding mechanism in place to continue our work.

Your vote matters, your vote counts. Please vote to renew the BID on 5th December 2017





“5 years has provided a great base and the next 5 years will be a chance for bigger and better”

New Addington Pathfinders

Successes and Achievements 2013- 2018

We promised to deliver for you across all 5 of your key themes. Over the last 5 years of the BID we have used the BID levy funds collected and our influence to achieve the following on behalf of our local businesses:

Safe & Secure

- We installed and maintained lighting and funding of associated utility costs to all Central Parade stairwells
- With partner authorities, we secured 4 additional Police Officer posts to improve security and reduce anti-social behaviour on the Parade
- We represented the issues and concerns associated with anti-social behaviour, environmental crime and public confidence in district centre businesses to the Safer Croydon Partnership
- We gained Council assurance that the Rear Service Road will be made safe and secure and attractive

Clean & Attractive

- We maintained a regular regime of cleansing of all Central Parade stairwells
- We secured regular refuse collections for tenants above Central Parade shops
- We collaborated with the Council to progress the Rear Service Road Development Plan
- In partnership with Croydon Council we leveraged over £858,000 of additional funding for improvements to the Central Parade BID area

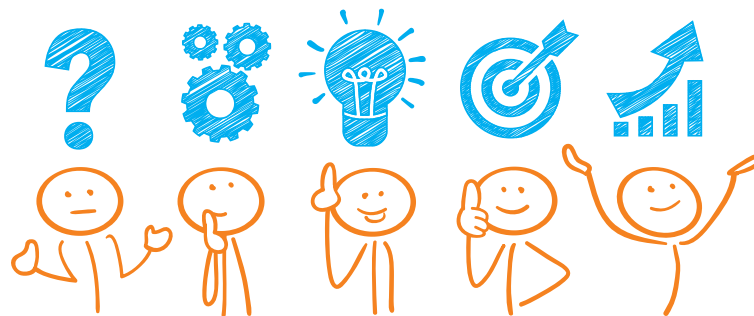
The New Addington Business Improvement District (BID) is now in its 5th and final year. In November 2017, along with all eligible businesses, you will be invited to vote on whether you would like the BID to continue with its work for another five years.

Without your support and a majority YES vote in the ballot, the New Addington BID will be wound down and all of its services and projects will stop.

Your top priorities for the current BID were:

- ♥ **Practical projects** that make a difference to the safety and security of all our businesses
- ♥ A **strong representation** of business views and interests to the Council and other authorities
- ♥ A **regular programme** of cleansing and green initiatives to keep the area attractive to businesses, their customers and employees
- ♥ **Regular promotion** of Market Square events that help increase footfall and trade
- ♥ **Joint-purchasing** to reduce business costs such as utilities

New Addington BID: putting your priorities onto the street



A Strong Business Voice

- We represented the views and interests of local traders regularly to Croydon Council, Police, Fire Service, Safer Croydon Partnership, the Mayor for London and other authorities
- We represented the expectations of our members by ensuring that the Council and other public services fulfil their agreed existing commitment to service delivery and service standards within the BID area
- We provided of a free consultation service to BID members to help reduce business utility costs
- We negotiated with relevant authorities on traders' behalf to maximize the effects of the regeneration works on the Parade and to minimise any disruption to business
- We negotiated a reduction in proposed fees for shop front street licenses
- We sponsored business promotions at the New Addington Carnival

Perception & Image

- We developed 'We ❤️ New Addington' promotional campaigns
- We are the major funder of the annual Christmas Lights
- We represented the views and interest of the traders in the return of market stall holders back onto the Market square and car park
- We provided regular editorial on the BID programme of projects and improvements in the New Addington Magazine
- We funded free business mentoring training on social media and online marketing
- We funded a programme of in-shop competitions, market square and Parade family events
- We collaborated with London Wildlife Trust to promote family activities and access to local nature reserves
- We promoted New Addington Businesses as part of the Business Excellence Awards 2017

Accessible

- We represented the views and needs of local traders as part of the Central Parade public realm improvements
- We secured 1 hours' free parking in car parks and on the front Service Road
- We participated in the national Small Business Saturday retail campaign to encourage increased pre-Christmas footfall on Central Parade

What a difference a BID makes

The current BID 2013- 2018

We have

- generated £858k additional public sector funding into Central Parade
- secured 1 hour free parking for the benefit of all businesses
- increased footfall by over 100% for all stores participating in in-shop children's competitions
- reduced anti-social behaviour on the Parade to its lowest level ever
- secured reduced business parking permit fees of £100 (£70 renewal) p.a. per business
- secured revision of street trading licence fees to £365 (£104 temporary) p.a. per business
- monitored OLF2 regeneration programme closely ensuring disabled access to all shops



“The recent competitions run by the BID have meant more residents interact with the businesses which has created a much higher community spirit.”

PC PARMAK 233ZD



Carnival Business Banners

NEW ADDINGTON BID

open for business



“We really needed Shalina’s help. She was so patient, knowledgeable and gave us lots of practical advice and help. This was a really good programme. I’d really recommend it. If we can do it; anyone can.”

Denise Lyons; Bloomin’ Lovely Florist, on CPBP social media and online marketing mentoring programme

I Love NA Bags Campaign:



“A great way of incorporating partnership working”

Rowland Brothers

Count the Love Campaign:



Nominated for

2017 **MAYOR OF CROYDON CIVIC AWARDS**



Spot Santa Campaign:

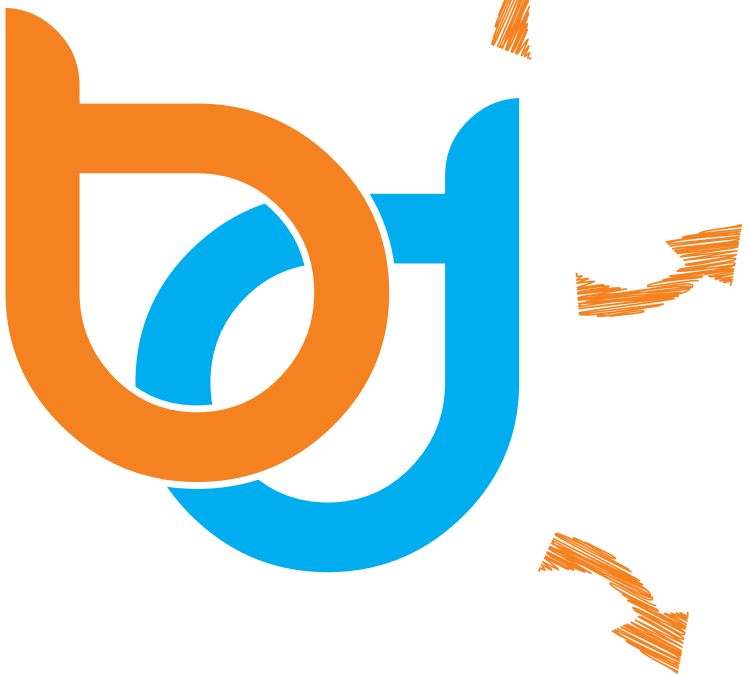


Here be Dragons Campaign:



“A great forum for people to come together and work together”

Burgess Boys Pet Care





Moving Forward 2018 – 2023

Our aim for the next 5 years is to continue with the agreed 5 priorities from our current BID with the addition of a sixth priority: Business Support. We will build on the success of the current programmes, projects and services being delivered in the BID area. Over the next 5 years we will continue, enhance, and expand these services and projects to deliver additional benefits for our levy payers.

A Strong Business Voice

- We will provide a reliable and respected conduit to 2-way communications between BID members and public authorities
- We will continue to represent the expectations of our members by ensuring that the Council and other public services fulfil their agreed existing commitment to service delivery and service standards within the BID area
- We will continue to represent the views and interests of local traders in the Council development plans for commercial and community facilities on the Parade
- We will continue to represent the views and interests of businesses to the Council, Police, Fire Service, Safer Croydon partnership, Mayor for London, London BIDs and other authorities
- We will lobby for future phases of the Central Parade regeneration plan and associated public realm improvements

Safe & Secure

- We will continue to lobby for a strong Police presence on Central Parade
- We will continue to maintain stairwell lighting and fund associated utility costs on the Parade
- We will continue to strengthen the link between the Safer Croydon Partnership, local businesses and the BID by voicing district centre issues and concerns associated with anti-social behaviour, environmental crime and public confidence.

Clean & Attractive

- We will continue to fund a regime of regular stairwell cleaning
- We will continue to work with the Council and other partners on initiatives to reduce fly-tipping behind shop premises
- We will continue to collaborate with the Council to progress the Rear Service Road Development Plan
- We will work with partners to implement a number of greening projects on the Parade

Accessible

- We will work with partners to improve and maintain information and signage about local facilities
- We will commission a disability audit of Central Parade shop premises and public facilities
- We will continue to lobby for free parking facilities and better parking provision

*Vote yes to keep the
BiD and everything
that goes with it*

Perception & Image

- We will continue 'We ❤️ New Addington' promotional campaigns
- We will continue to support the Christmas lights and other annual local events
- We will address empty shops and attract diverse sector and new quality businesses to the Parade as and when appropriate
- We will promote New digital and print campaigns about the local business offer
- We will extend the calendar of high-quality Market Square and Parade events to boost footfall & trade
- We will develop a programme of family events and guided walks in local nature reserves
- We will link with partners to maximize the regeneration and footfall benefits from a programme of events and activities located in the new-build facilities on Central Parade

Business Support

- We will secure new training such as social media and digital training opportunities for businesses
- We will promote a programme of Internships/ Apprenticeships by suitable BID member companies
- We will support BID members to sign-up to the Croydon Good Employers' Charter
- We will promote an annual local business award and a programme of shop local promotions
- We will increase participation in Small Business Saturday pre-Christmas retail campaign
- We will develop an enterprise competition for young people

What will be lost if there was no BID?

- **A less vibrant Parade with fewer events and promotional campaigns**
- **No Christmas lights**
- **No in-shop children's competitions**
- **No market square events**
- **No business sponsorship of the Carnival**
- **No cleansing of stairwells and associated lighting**
- **No maintenance of lighting**
- **No monitoring of refuse collections and rubbish removal**
- **No partnership with the Police to report and reduce crime and anti-social behaviour**
- **No partnership with the Council to pursue the rear service road improvement plan**
- **No-one to campaign on parking issues**
- **No business voice to monitor Central Parade regeneration and public realm works**
- **No business support, mentoring or training**
- **No one to keep you updated on Central Parade developments, issues and news**
- **No one to voice business concerns to the Council, Police and other public authorities**
- **No dedicated resource to apply for additional grant funding and inward investment**

NEW
ADDINGTON
BID
open
for business



The New Addington BID is a business-led, not-for-profit company, championing the interests of local businesses to improve Central Parade New Addington for local traders, visitors, shoppers and residents.

About The New Addington BID

The New Addington Business Improvement District (BID) was set up by the Central Parade Business Partnership (CPBP) in 2013 following a majority vote by eligible local businesses.

The New Addington BID is incorporated as a not-for-profit company limited by shares. All levy paying businesses are automatically members of the BID and are encouraged to attend meetings and put themselves forward to sit on the BID management committee and sub-groups. Each paid-up eligible levy payer holds a share in the company.

“The parade is buzzing when there is an event on the market square; footfall is up, my customers love it; everyone has a smile on their face”

Greggs

BID Levy Rules

- Following a successful renewal ballot, the BID levy is a mandatory charge for all those defined businesses or occupiers in the defined BID area.
- If the renewal is successful, every eligible business will pay an annual levy of 2% of rateable value to the Business Improvement District (BID).

• An easy way to calculate the BID levy payable for your business is to multiply the annual business unit rateable value by 0.02. For example: If the rateable value on your business premises is £10,000 you will pay £200 annually (£3.85 per week).

- There are no exclusions or discounts on levy payments for charitable bodies or charity shops. Businesses that have charitable body status will be liable for the full BID levy as the local authority business rate mandatory charity relief or discretionary relief does not apply to the BID.
- If a premises is empty, the leaseholder remains liable for the full BID levy payment. If there is no lease in place the premises owner becomes liable for the full BID levy payment.
- There is a BID levy threshold of £900; which means that if the rateable value of your business premises is £900 or less per year, you will not have to pay the levy as its collection will not be cost-effective to the BID.
- The BID operates a ‘chargeable day’ levy collection policy; i.e. each eligible levy payer is billed at the start of the BID year for the full annual levy payment. The eligible levy payer at the commencement of each BID year remains liable for the full year payment for that year. The levy is not transferable and there are no refunds.



Term of BID	5 years	Years of BID	2018- 23
Levy rate	2%	Number of Hereditaments (Based on Local Authority)	67
BID Proposer	Central Parade Business Partnership	Corporate status of BID body	Incorporated Company limited by shares
Minimum Threshold	£900	Governance arrangements	Management Board in place
Maximum threshold	N/A	Contingency	Budget 97% collection
Commencement date	3rd Feb 2018	BID Management/ administration costs as % of expenditure	20% maximum
BID area	Central Parade: CRO OJD, CRO OJB, CRO OJW Chertsey Crescent: CRO ODX, CRO ODH Salcot Crescent: CRO OJG, CRO OJR, CRO OJJ	Mid Term Review	The BID team are committed to at least one independent review of the BID during the BID term. This will be available to levy payers.
Refunds policy	No refunds	Local Authority collection Charges	7% of levy collected
Operating agreement	agreed with Council	Baselines	Agreed with Council
Empty Property Relief	Landlords become liable for untenanted properties	Performance management	Annual Review by management Board

BID Budget

An indicative five year budget has been prepared based on the ratings list as supplied by Croydon Council at the time of writing this business plan (Sept 2017).

The New Addington BID levy will raise over £145,000 to be spent exclusively in the BID area over its five year term. Where possible, the BID team will work with partners and stakeholders to supplement its annual income.

Decisions on expenditure and budget allocation will be governed by the BID management committee and recorded accordingly. The streets and hereditaments included in the BID area may change over the lifetime of the BID due to changes in the Council's ratings list or changes in the ratable values. New hereditaments are liable for the BID levy.

- The budget has been based on an estimated collection rate of 97%.
- The local authority levy collection charge is 7% of the annual levy per annum.
- Core costs include administration, levy collection costs and insurances associated with running the BID
- The budget must remain flexible to allow for changes within the BID area that may arise from time to time and with specific reference to the impact of the business ratings review and any rates relief.
- Levy collection charges will be reviewed by Croydon Council and the New Addington BID annually taking into account the number of levy payers per calendar year.

“If the BID stops the stairwell lights will go out, the stairwells won’t be cleaned, rubbish will pile up and there will be no money or people to sort it out”

Oval Cleaners

Our proposed annual BID budget 2018-23

The New Addington BID will invest over £145,000 in the BID area between 2018 and 2023 on our programme of agreed improvements and projects. In addition, the CPBP as the BID delivery company will aim to secure an additional 25% of funding per year. We have based our budget on a 97% levy collection rate.

Proposed Income

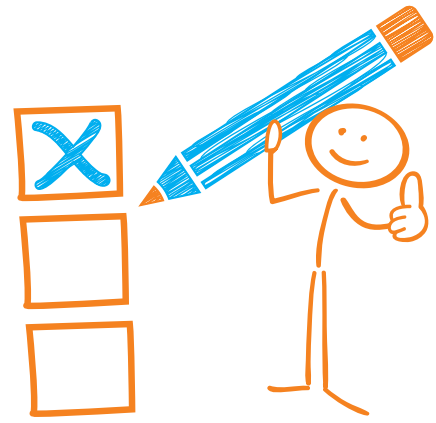
Income per year (years 1 -5)		£
BID levy		29,000
Anticipated external funding (25%)		7,250
Total:		36,250

Proposed expenditure per year

BID theme & Initiative	Budget A (BID levy only) (£29,000 p.a.)	%	Budget B (with external funding) (£36,200 p.a.)	%
Clean and Green				
Cleaning	4,000	13%	5,000	14%
Utilities	1,000	3%	1,500	4%
Contribution to Environmental /clean-up at rear of Central Parade	2,000	7%	2,500	7%
Safe and Secure				
Security/ CCTV	1,000	3%	2,000	5.5%
Perception & Image				
Contribution to Christmas Lights/ Local festivals	5,000	17%	5,200	14%
In-shop and Parade events	4,000	14%	5,000	14%
Business Support				
Business communications / website	1,500	5%	3,000	8%
Business support	6,000	20%	7,000	19%
Business training and mentoring	1,000	5%	1,350	4%
Core Costs				
Insurance and levy collection costs	2,700	9%	2,700	7%
Contingency				
	800	3%	1,000	3%
Total expenditure per annum ¹	£29,000		£36,250	

¹ applying BID threshold of £900 RV p.a. and a 97% collection rate

*For the BID to continue
there must be a
majority by number & a
majority by rateable value
of those voting*



How to Vote

In order to continue for another 5 years the New Addington BID needs your YES vote on 5th December 2017



Tuesday 24th October 2017

You receive your official notification of ballot- A letter from Croydon Council to every eligible business. Look out for your letter- It gives you chance to confirm who votes on your behalf. Your deadline to apply to appoint a proxy is Monday 27th November 2017.



Tuesday 5th December 2017

Ballot day The completed ballot paper must be returned to the Council by 5pm today. You can send your ballot in earlier, but only papers returned in the sealed envelope and received by 5pm today will count in the ballot.



Tuesday 7th November 2017

Ballot papers posted out. You receive your ballot paper in the post from Croydon Council. The ballot pack will have the BID logo and be addressed to the person who should vote. Complete the ballot paper, seal it in the envelope provided and return to the Council at Croydon Town Hall.



Wednesday 6th December 2017

The Count and ballot result

The ballot will be a confidential postal ballot of all eligible hereditaments (business premises) on the ratings list at the time the notice of ballot is issued. Croydon Council will be responsible for managing the ballot to ensure it is carried out fairly and not influenced by the CPBP or BID team.

For the BID to continue there must be:

- A majority in favour of the BID by number of those voting &
- A majority in favour of the BID by rateable value of those voting

If over 50% of those voting by number and rateable value vote yes, the BID will continue on 3rd February 2018 until 2nd February 2023

“It’s great having the children come into the shop to do the competitions; the kids love it, the parent’s love it; what’s not to like?”

Realeyes

What is a BID?

A BID is an agreement where business rate payers (including the Council) in a local area (e.g. Central Parade) agree to pay a small annual contribution (calculated as a percentage of their annual business rate) to a central fund. This money is used as agreed by the businesses to fund additional projects, services and events to improve the local area. The BID also makes sure that the Council, Police and other services maintain their agreed services within the area.

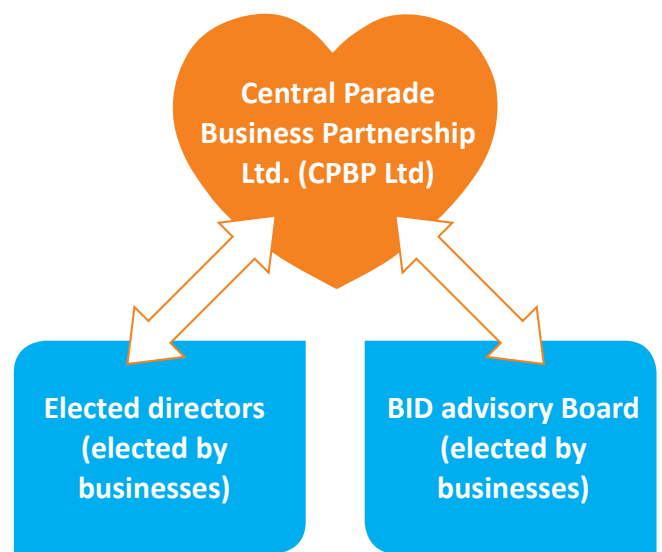
A BID is not part of the Council and the projects and services that a BID delivers do not replace existing Council services.

The second New Addington BID 5 year business plan aims to increase footfall, reduce crime and improve the appearance of the local area. All the projects and improvements will follow one or more of 6 themes:

- safe & secure
- clean & attractive
- perception & image
- accessibility
- a stronger business voice
- business support

As the BID Company our pledge is to manage the BID business plan and deliver support and services that achieve these aims.

The New Addington BID Company Structure



BID Board Members

Ken Burgess - Burgess Boys Pet Care (Chair)
Ersan Mehmet - Oval Cleaners (Vice Chair)
Cllr Simon Hall (Treasurer)
Anthony Gray - Gordon Gray (Secretary and Vice Chair)
Kirsty Pearce - New Addington Pathfinders
Tijen Mevlit - Fingers Kebab
Denise Lyons - Bloomin’ Lovely
Les Stevens - Bray Associates

Observers:

Ceylan Parmak - (Police)
Peter Clark - (Fire Service)
Cllrs Carole Bonner, Louisa Woodley and Oliver Lewis - (Ward Councillors)

“The BID team are friendly, helpful and the BID is all about team work”

Brays Market

How do we judge our success?

We measure our impact through both qualitative and quantitative information:

- talking to customers
- feedback from traders
- info from partners
- surveys &
- footfall data

Spot Santa & Santa’s Grotto Christmas Campaign

- 15 local businesses took part
- 25 children completed the Spot Santa competition
- 45 children visited Santa’s Grotto

Count the Love Valentine’s Day Campaign

- 20 local businesses took part
- 35 children took part in the Count the Love competition
- 65 people contributed to our We ❤️ New Addington heart mural

Here be Dragons St George’s day Campaign

- 25 businesses took part
- 15 children’s colouring competition winners were displayed in the library
- Businesses reported 100% increase in footfall on event days

London Wildlife Trust Local Nature Reserve Open Day

- LWT reported 100% increase in family attendance due to promotion by the CPBP

- **Our respondents said the biggest concerns affecting businesses are footfall, licensing and business rates**
- **71% of respondents are very happy to pay our 2% BID levy charge in 2018**
- **99% of respondents support the BID and plan to vote YES**

Consultation with our members

In our recent survey:

100% of respondents

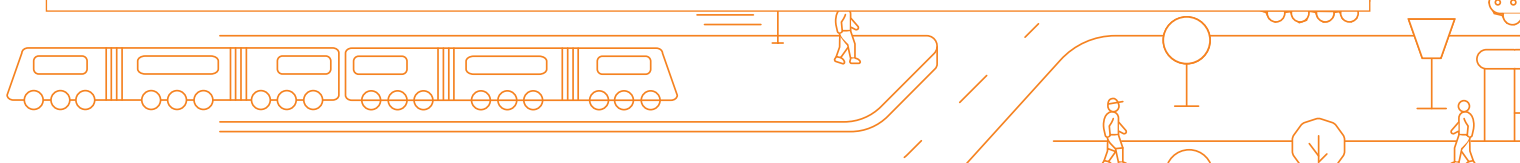
- rated the securing of additional Police Officer posts as a high priority
- rated our We ❤️ New Addington promotional campaign as a high priority
- prioritized securing 1 hour’s free parking as a high priority

86% of respondents

- agreed the BID representing the interests of traders to the public authorities as a high priority
- highly rated the in-shop children’s competitions, parade and market square family events
- prioritized securing the Council’s agreement to progress the Rear Service Road Improvement Plan
- agreed the negotiation of the reduction in shop-front street license fees was a high priority
- highly rated the regular tenant refuse collections as a key priority
- highly rated the free mentoring programme on social media and online marketing
- valued the regular features in the local press
- rated the negotiations to secure the relocation of the market as a priority
- highly rated the BID’s major funding of the Christmas lights
- highly rated the promotion of access to local nature reserves and green space

71% of respondents

- rated the maintenance of lighting in stairwells as a high priority
- agreed with the BID delivering the regular cleansing regime
- valued the BID’s influence on the planning and delivery of public realm improvements





“The New Addington BID Partnership is an excellent programme. It has allowed the local businesses to improve the area, not only for the shops but for the residents who use Central Parade. They have provided various improvements by working together. The BID has allowed the businesses a way to come together and voice their opinions and share their views on how to improve not only their footfall but to link in with other agencies to voice their opinions. The BID has been essential in improving the local area and it has been wonderful having a group so dedicated to the progression of the area.”

PCSO FENLON 7298ZD

New Addington BID is run by the Central Parade Business Partnership Ltd (CPBP). Company No. 07964507

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E: newaddingtonbid@gmail.com

W: <https://www.facebook.com/Central-Parade-Business-Partnership-CPBP-1840449316284900/>