



# PENGE SE20 BID

A BUSINESS IMPROVEMENT DISTRICT  
(BID) FOR PENGE  
**2018 - 2023**

[WWW.PENGEID.CO.UK](http://WWW.PENGEID.CO.UK)

# DRIVING TOWN CENTRE TRANSFORMATION

## INTRODUCTION FROM THE CHAIR

A Business Improvement District (BID) is an exciting opportunity for Penge. No-one knows better what would bring in more customers and more money to our town centre than the businesses who trade here every day. A BID will empower local businesses to take a more proactive role in the management and development of our town centre.

During its five-year term, a BID could deliver over £600,000 of new investment. This includes additional services, improvements to the on-street environment, events and high-profile marketing initiatives to attract more visitors and drive economic growth.

Over the last year we have canvassed the views of local businesses to understand their ideas and aspirations for our town centre. The feedback will shape our Penge SE20 BID strategy, ensuring it

provides maximum benefit for visitors and traders, as well as for people who live and work in the town. Many thanks to all of you who took the time to participate in this vital research.

There are over 280 BIDs across the UK, including Bromley and Orpington. The results speak for themselves. The National BID Survey 2017 showed a total BID income across the UK of almost £100 million with an additional £8 million from other sources. Over 90% of BIDs have received a yes vote when it has come to renew the BID after its initial five year term.

The time is right for the businesses of Penge to unite and support this important investment in the future of our town.

Best wishes,  
**MARK PAINTER, CHAIR, PENGE SE20 BID STEERING GROUP**



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## PENGE SE20 BID STEERING GROUP MEMBERS

**MARTIN KIRVAN**  
KIRVAN BOND SOLICITORS

**DARREN DUNWELL**  
SOLITAIRE JEWELERS

**JOHN GETGOOD**  
PENGE FORUM

**NALIN PATEL**  
FOSDICKS

**ALISTAIR SANDS**  
GOLDSTORES

**IAN AND JUDY BARRINGTON**  
DESIGNER DRAPES

**MARK PAINTER**  
PROPERTY WORLD

**LORRAINE MCQUILLAN**  
LONDON BOROUGH OF BROMLEY

# PENGE SE20 BID BID ZONE

“ We are confident that the Penge SE20 BID will have a very positive impact on our town centre. ”

**TRACY & CHARLOTTE DUNWELL**  
SOLITAIRE JEWELLERS



The list of streets within the Penge SE20 BID area can be accessed at [www.pengebid.co.uk](http://www.pengebid.co.uk)

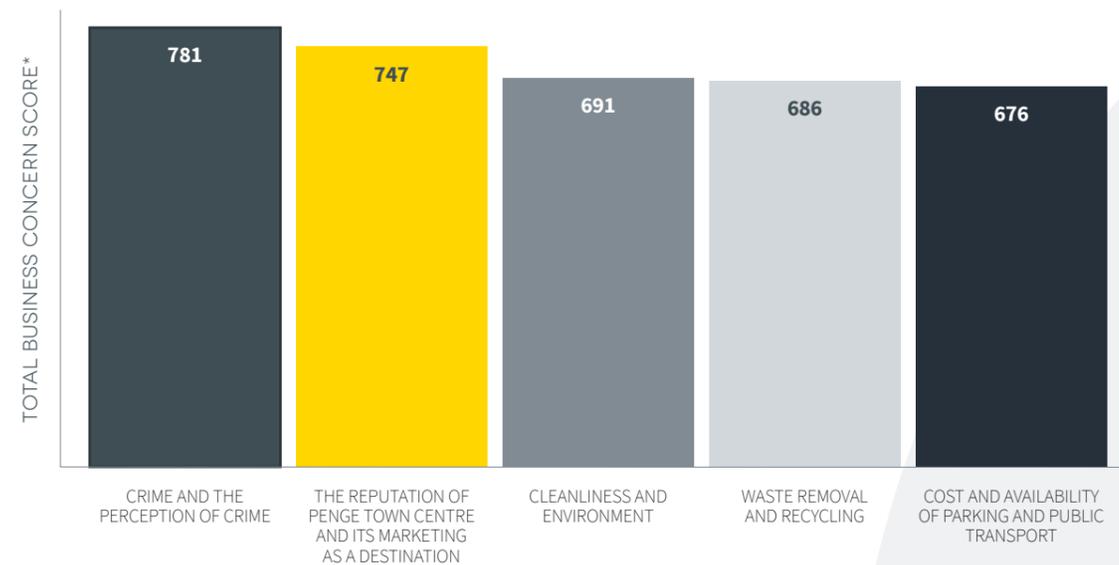
# WORKING TOGETHER

The Penge SE20 BID is all about delivering productive, targeted improvements. Nobody is better placed to tell us what the priorities should be than you, the local business community.

Over 45% of the businesses in the potential Penge SE20 BID area have already engaged with the development of the Penge SE20 BID plan by answering our surveys or attending workshops.

## KEY PRIORITIES

The data from our 'Have Your Say' on the ground survey of local potential levy payers demonstrates what the main areas of focus should be:



\*Concern score calculated by multiplying the number of responses with their individual issue concern rating on a 1-10 scale.

“ I fully support a BID. I already trade in a BID area and it has had a major positive impact in the area, for traders, customers, and for people to live and socialise. A BID for Penge would be great news; we will then have control on what matters. ”

**TERENCE EAGLE, MANAGING DIRECTOR, MANOR RESTAURANTS – MCDONALD'S, 130 HIGH STREET**

## THE PLAN

### WHAT IS A BID?

BIDs are becoming a well-established model for the management of town and city centres with over 280 BIDs across the UK giving businesses a real say in the way their space is managed. They are business-led and funded through a levy charge on businesses within a defined geographical area and they provide extra services designed to improve the local trading environment. BIDs are only established after a successful vote of those liable to pay the levy.

The BID ballot must be successful on two counts;

- Firstly a majority of votes must be in favour;
- Secondly, the votes in favour must represent a majority of the total rateable value of the votes cast.

### WHAT WILL THE PENGE SE20 BID DO FOR OUR TOWN CENTRE?

The aim of the Penge SE20 BID is to enhance the Penge town centre experience, making it **an even more attractive place to visit, work and live**. Supporting on-the-ground improvements, as well as giving a strong voice and more influence to local businesses, the Penge SE20 BID will work closely with the local authority, the police and other partners, focusing on the following key areas:

- Improving parking and awareness of public transport.
- Helping to ensure the on-street environment is clean and welcoming.
- Improving safety and security.
- Providing marketing, PR, social media programming and organising events to engage more effectively with local residents and attract more visitors.

These priorities have enabled us to develop the themes on the following pages.

# WELCOME TO PENGE

## A SAFE PLACE WITH FRIENDLY FACES

Locals and visitors should feel welcome, safe and secure in Penge. The Penge SE20 BID will provide a reassuring on-street presence, as well as supporting initiatives to reduce crime and anti-social behaviour.

## STREET PRESENCE

Street Rangers can provide people with advice and directions, as well as providing an extra uniformed presence. They would seek police accreditation to assist with local security and help ensure that on-street issues are dealt with as quickly and effectively as possible, reporting instances of graffiti, vandalism, litter problems etc.

The Street Rangers could also be a vital link between the Penge SE20 BID management team and the business community, channelling queries or requests and reporting any concerns.

## BETTER SURVEILLANCE

CCTV is a highly effective deterrent against retail crime, as well as providing vital investigative support for security and law enforcement professionals. The Penge SE20 BID will provide much-needed investment to fill the gaps in local CCTV coverage around the town centre, as well as facilitating better storage and sharing of recorded material.

The Penge SE20 BID will also look to expand the **ShopSafe** Radio scheme and support the local neighbourhood policing team with other local retail crime reduction initiatives.

“Propertyworld chose to open its second office in Penge three years ago, as we saw its potential. In that time we have been impressed by the energy and commitment of our fellow traders and we are excited by the prospect of the BID, putting more control and power into the hands of the businesses to shape our respective destinies and the future of the town centre.”

**RICHARD CROWLEY**  
DIRECTOR, PROPERTYWORLD



# STREET SMART

## IMPROVING THE TOWN CENTRE ENVIRONMENT

If we want to improve the town centre experience, it's important that we focus on appearance as well as policy and resources. The Penge SE20 BID will support projects which improve the cleanliness and tidiness of the on-street environment.

## TACKLING FLY-TIPPING

Many town centre traders regularly find refuse illegally dumped on and around their premises. The Penge SE20 BID will aim to provide a reactive removal and disposal service exclusively for local businesses with no callout fees.

## CUTTING REFUSE COSTS

The Penge SE20 BID will work to set up a group recycling and waste disposal scheme for members. By joining together we can increase our purchasing power and ensure local businesses benefit from reduced costs.

## MORE LITTER BINS

Encouraging people to be more responsible with litter means giving them plenty of opportunity to dispose of it. The Penge SE20 BID will seek to provide extra litter bins in areas that frequently suffer from unsightly littering issues.

## THE BIG PENGE CLEAN

The Penge SE20 BID is all about inspiring and motivating the local community to take pride in our town centre. Street cleaning events will bring together local businesses, community groups and residents to take action and give the BID area a thorough tidy-up.

## PARKING PROVISION

All town centre traders will be aware of the importance of good parking provision to attract customers. The Penge SE20 BID will work with Bromley Council and any other appropriate organisations to look at existing parking offers and recommend improvements to ensure we provide as much space as possible at reasonable rates.

We will collaborate with the Council to formulate a prudent local parking strategy with fair, sensible restrictions. The Penge SE20 BID will also liaise with them and private car park owners to explore ways to increase awareness of the available parking and on-street restrictions.

“ Penge Traders Association fully backs Penge becoming a BID area, helping us stay ahead in these difficult and challenging times. The Penge SE20 BID will give us more influence about decisions that affect traders, shoppers and visitors in Penge town centre. BID status will allow us to help make the High Street a more vibrant and inviting place to be. ”

**PENGE TRADERS ASSOCIATION**



# THE HEART OF THE TOWN

## CONNECTING WITH THE COMMUNITY AND BEYOND

Penge has a great range of shops and eateries as well as excellent transport links. A key component of the Penge SE20 BID will be a proactive place marketing strategy to build stronger links with the local community and raise the profile of our town centre with a wider audience.

## ONLINE PRESENCE

The Penge SE20 BID will aim to enhance our town's online presence with a dedicated website and an intensive social media engagement strategy. As well as building stronger affinity with the local community, we will launch tailored campaigns to widen our reach and target specific sectors/age groups.

## DATES FOR THE DIARY

The Penge SE20 BID will be able to encourage and support events in Penge, such as the Easter Trail, Penge day, and the Halloween Trail, providing a platform for marketing and PR activity. The Penge SE20 BID will also look to provide Christmas lights in the town centre throughout the festive period. By re-establishing the town centre as a vibrant social space, we can rekindle community spirit and attract visitors from a wider catchment area.

“ We have been working towards Penge becoming a BID for some time. At Designer Drapes we are excited at the prospect of having a greater say in how money will be spent to improve. As shopkeepers in the High Street for the past three decades we can see what improvements are needed. The Penge SE20 BID will give us more opportunity to help make these changes happen. ”

**JUDY BARRINGTON**  
DESIGNER DRAPES

# BID RULES AND BUDGET

## LEVY RULES

- The levy rate to be paid by each property or hereditament is to be calculated at 2% of its rateable value as at the 'chargeable day' (notionally 1st April each year).
- Only properties or hereditaments with a rateable value of £5,000 or more will be liable for the levy.
- The number of properties or hereditaments liable for the levy is estimated at 236.
- The levy rate will be increased by the fixed rate of inflation of 2% per annum.
- The levy will be charged annually in full for each chargeable period to be April to March each year, first payable in June 2018, and then annually each year in April. No refunds will be available on the levy charged. The levy must be paid in one payment. A financial statement will also be sent out at the same time as the levy bill.
- The owners of untenanted properties or hereditaments will be liable for payment of the levy.
- A discount amounting to 20% of the levy rate will be applied for hereditaments in the Blenheim Shopping Centre as they already pay a service charge for security, environmental and other services.
- Primary or Secondary state schools within the BID area will be exempt from paying the BID levy.
- If, during the term, the rateable value assigned to a property or hereditament falls below £5000 for whatever reason (either through physical change, change of use, or revaluation) the property or hereditament will be exempt from the next chargeable period.
- If, during the term, a property or hereditament with a rateable value which had previously been below the £5000 threshold is assigned a new rateable value which is above £5000, the property will not be liable for the levy unless the increase results from a change of use or physical change, as previously described.
- London Borough of Bromley Council will be responsible for collection of the Penge SE20 BID levy and will charge an annual fee not in excess of £35 per hereditament to do so.

## BUDGET

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
<b>LEVY INCOME</b>	£119,864	£122,296	£124,776	£127,305	£129,885	£624,126
<b>EXPENDITURE</b>						
<b>ON STREET PARKING REVIEW</b>	£2,000	£3,000	£900	£0	£0	£5,900
<b>CCTV &amp; SHOPSAFE RADIO UPGRADE</b>	£5,000	£8,000	£10,200	£10,404	£10,612	£44,216
<b>STREET RANGERS</b>	£52,300	£53,110	£53,932	£54,766	£55,612	£269,721
<b>GROUP WASTE &amp; RECYCLING PURCHASING SCHEME</b>	£8,000	£8,160	£8,323	£8,490	£8,659	£41,632
<b>EXTRA LITTER BINS</b>	£8,000	£3,000	£3,060	£3,121	£3,184	£20,365
<b>MARKETING AND EVENTS</b>	£8,095	£9,827	£10,418	£11,822	£12,342	£52,504
<b>CONTINGENCY</b>	£12,156	£12,400	£12,648	£12,901	£13,159	£63,263
<b>OPERATING COSTS</b>	£24,313	£24,799	£25,295	£25,801	£26,317	£126,525
<b>TOTAL</b>	<b>£119,864</b>	<b>£122,296</b>	<b>£124,776</b>	<b>£127,305</b>	<b>£129,885</b>	<b>£624,126</b>

\* The contingency is 10% of the budget and is in case of unanticipated costs and it factors in an assumed levy collection rate of 95%.

\* Additional income, investment and benefits in kind will also be sought throughout the Penge SE20 BID term, however as additional income is not confirmed it is not listed in the above budget.

## GOVERNANCE – ACCOUNTABILITY AND TRANSPARENCY

- The BID proposer is the Penge SE20 BID Steering Group. Upon a successful ballot they would become the initial Board of Penge SE20 BID Ltd until the first AGM. Penge SE20 BID Ltd is a not for profit company limited by guarantee.
- The number of Directors (the Board) will not exceed 7. This may include some non-levy payers, although always in a minority. The Board will be subject to annual re-election with confirmation at the AGM. Nominations for the Board must be received by the Chair no less than 5 working days before the AGM.
- Any levy payer can become a Member of the Penge SE20 BID company. Levy payers will be communicated with on a regular basis throughout the BID term. There will be emailed newsletters sent out to levy payers at least every six months. The BID's street rangers will also be calling into levy payers' hereditaments on patrols and by appointment to give levy payers regular opportunities to communicate with someone from the BID on a face to face basis.
- The Board shall appoint a Chair at the AGM or in the event of the Chair resigning or becoming disqualified to serve on the Board. The Chair will also act as Chair of the Penge SE20 BID Advisory Group.
- The Penge SE20 BID will establish an Advisory Group to advise on operational and service delivery issues, oversee performance measurement, and more generally act as the primary consultative and advisory body on Penge SE20 BID services. It will meet quarterly, prior to Board meetings. Minutes from each Penge SE20 BID advisory group meeting will form part of the information provided to the Board ahead of their meetings. In turn, minutes of Board meetings will be circulated to the Penge SE20 BID advisory group.
- The Penge SE20 BID Advisory Group will be made up of representatives of levy paying businesses and non-levy payers and will be elected annually, and a representation of Directors of the Penge SE20 BID Company. Additional members may be co-opted, including representatives from partner organisations. The nominated representatives of The London Borough of Bromley will not be subject to a re-election processes.
- Provided that the Penge SE20 BID is meeting its overall objectives and subject to full consultation with the Penge SE20 BID advisory group, 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 Penge SE20 BID boundary or to the headline levy rate would require an alteration ballot.
- The Penge SE20 BID will file annual accounts compiled by independent accountants, audited as necessary, with Companies House. The accounts will be available to all levy payers. An annual report on activities, including finances, will be published. An Annual General Meeting will be held.
- An Operating Agreement, which includes the Council's Baseline service commitments, has been agreed with London Borough of Bromley. A copy can be found at [www.pengebid.co.uk](http://www.pengebid.co.uk)
- Notification of the intention to hold a ballot was sent to the Secretary of State on 23rd October 2017.
- The Notice of Ballot will be on or before 17th January.
- During the development of the Penge SE20 BID, approximately 45% of hereditaments in the Penge SE20 BID area were consulted directly either through face to face surveys or workshops. The voter for every hereditament has also been sent a consultation document, an invitation to two workshops, and a copy of this business plan.
- If successful at ballot, the five year term will commence on 1st April 2018 and continue until 31st March 2023.
- There will be a mid-term review of the Penge SE20 BID taking place no later than three years into the Penge SE20 BID term to ensure the Penge SE20 BID is meeting its strategic objectives and delivering the highest possible quality services as outlined in the business plan. Performance will also be monitored through the provision of a bimonthly report to the Board on operations and achievements.

## THE BALLOT

Each property or hereditament subject to the Penge SE20 BID will be entitled to one vote in respect of the Penge SE20 BID proposal in a 28 day postal ballot which will commence on 2nd February 2018 and close at 5pm on 1st March 2018.

The ballot result will be announced on the 2nd March 2018.

For further information please contact [hello@pengebid.co.uk](mailto:hello@pengebid.co.uk)



## **AN OPPORTUNITY TO REVITALISE OUR TOWN**

A BID can transform Penge town centre over the next five years, improving the business environment and building a more robust, resilient local economy.

Help make our town an even more attractive place to visit, work and live.

**VOTE YES FOR PENGE**  
**[WWW.PENGEID.CO.UK](http://WWW.PENGEID.CO.UK)**



**PENGE**  
**SE20 BID**

BUSINESS IMPROVEMENT DISTRICT