



BECKENHAM
TOGETHER

BUSINESS IMPROVEMENT
DISTRICT

A BUSINESS IMPROVEMENT
DISTRICT (BID)
FOR BECKENHAM

2018 - 2023

WWW.BECKENHAMBID.CO.UK

BRINGING BECKENHAM TOGETHER

A BUSINESS IMPROVEMENT DISTRICT (BID) IS A FANTASTIC OPPORTUNITY FOR BECKENHAM. IT PROVIDES VITAL CONTROL AND RESOURCES WHERE THEY'RE NEEDED, IMPROVING THE EXPERIENCE AND SHAPING ITS FUTURE DEVELOPMENT.

A BID is designed to attract more people to Beckenham and to encourage them to spend more money, boosting our local economy. It will also provide a better experience for those working in the area, allowing businesses a better chance at retaining staff. It could deliver £940,000 of new investment into Beckenham over the next five years.

We've spent the past year liaising with colleagues in local businesses to obtain their views on how our area could be improved and developed. Many thanks to all of you who took the time to give us your thoughts and to consider what a BID could deliver in Beckenham.

BIDs are already operating successfully in over 280 towns and cities across the UK, including Bromley and Orpington. Beckenham is a beautiful town and we have a town centre with enormous potential. Beckenham Together will be focused on bringing the different parts of our town centre together to improve the experience, not only for visitors but also for the people who live and work here.

Now's the time for the business community of Beckenham to come together and support this important investment in our town.

Best wishes,



JACKIE GROUNDSELL

INTERIM CHAIR, BECKENHAM TOGETHER STEERING GROUP



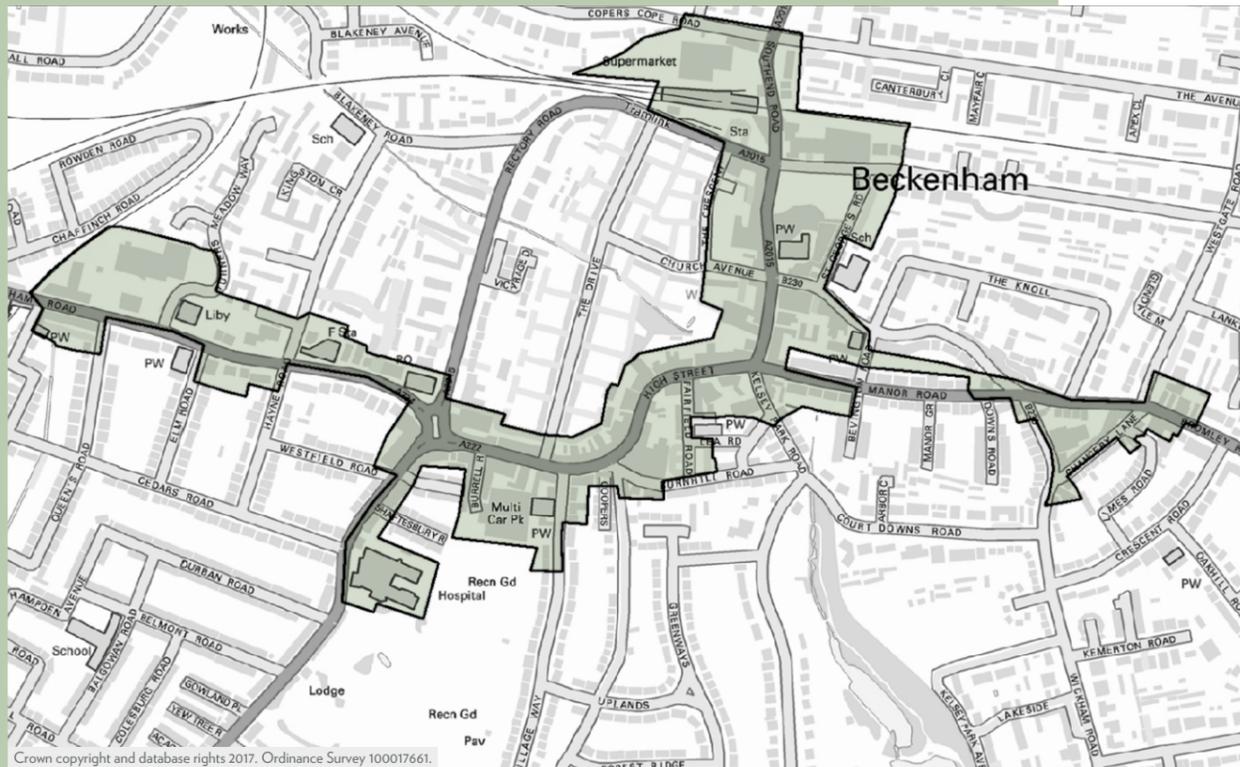
BID STEERING GROUP MEMBERS

- | | |
|--|--|
| <p>1 MARSHA BERG
Purple Flag Working Group/
Copers Cope Area Residents'
Association</p> <p>2 DENISE MEADE-HILL
Transitions Career Management
and Training</p> <p>3 MOHAMED SAYEDI
AAA Minicabs</p> <p>4 ALISON DAVIS
So Last Century</p> <p>5 ROSS MARSHALL
The Spa at Beckenham</p> <p>6 JACKIE GROUNDSELL
Beckenham Business Association</p> <p>7 ROB POVINELLI
Link Asset Services</p> <p>8 LORRAINE MCQUILLAN
London Borough Bromley</p> | <p>9 KELLY BRADFORD
Beckenham Bookshop</p> <p>10 ZARA GREEN
Link Asset Services</p> <p>11 CHARLOTTE STANTON
Gallery Seventeen</p> <hr style="border-top: 1px dashed #ccc;"/> <p>MEMBERS NOT IN SHOT</p> <p>KARL STEVENS
Sainsburys</p> <p>MANDA WARNER
Creases/Ollie & Dollie</p> <p>SOPHIE AH-YAVE
Waitrose</p> <p>LUCY BECKWITH
Burgers and Bubbles</p> <p>CIGDEM HASSAN
Barclays Bank</p> |
|--|--|



BECKENHAM TOGETHER BID ZONE

THE LIST OF STREETS WITHIN THE BECKENHAM TOGETHER AREA ARE AS FOLLOWS BELOW:



- | | |
|------------------|-----------------|
| HIGH STREET | CHURCH AVENUE |
| BEVINGTON ROAD | BROMLEY ROAD |
| MANOR ROAD | SOUTHEND ROAD |
| KELSEY PARK ROAD | THE CRESCENT |
| BURNHILL ROAD | ST GEORGES ROAD |
| LEA ROAD | ALBEMARLE ROAD |
| FAIRFIELD ROAD | THE MEWS |
| KELSEY SQUARE | WICKHAM ROAD |
| KELSEY LANE | CHANCERY LANE |
| COOPERS MEWS | LIMES ROAD |
| BURRELL ROW | FAVERSHAM ROAD |
| VILLAGE WAY | |
| CROYDON ROAD | |
| BECKENHAM ROAD | |
| RECTORY ROAD | |



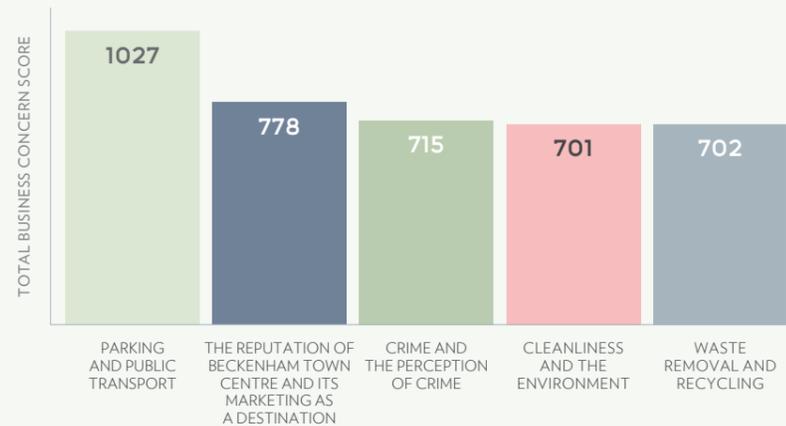
DRIVEN BY THE BUSINESS COMMUNITY

It's vital that Beckenham Together delivers projects that meet the needs of the business community. That's why we asked for everyone's views to help shape the content of Beckenham Together business plan.

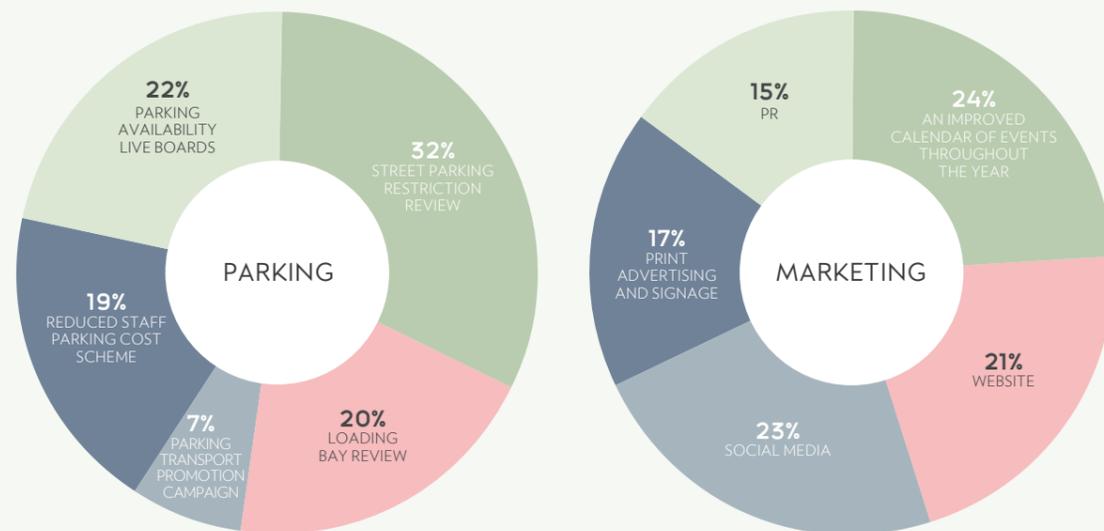
Over half of the businesses in the potential BID area have already engaged with the development of Beckenham Together by answering our surveys and/or attending workshops.

HAVE YOUR SAY SURVEY RESULTS

TOP PRIORITIES
OUR 'HAVE YOUR SAY' SURVEY DATA CLEARLY SHOWS THE KEY AREAS OF FOCUS:



WITHIN THESE AREAS, THE MAIN PRIORITIES ARE:



FACE-TO-FACE FEEDBACK

Our workshops gave participants opportunities to discuss in more detail Beckenham Together aims and objectives. They also helped us define a clear vision for Beckenham Together and an emblematic strapline: 'Bringing Beckenham Together'.

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 Beckenham Together 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 BECKENHAM TOGETHER DO FOR OUR AREA?

We want to make sure Beckenham is an **inspiring, attractive and safe place to visit, work and live**. Empowering local businesses to drive transformation, Beckenham Together will work closely with the local authority, police and other partners to enhance the town centre experience, focusing on the following key areas:

- Improving the on-street environment, parking and public transport provision.
- Creating a series of exciting events and promotions to raise the town's profile and attract more visitors.
- Ensuring the views and ideas of local businesses are taken into account in the planning of relevant improvement schemes and infrastructure development.
- Taking full advantage of online marketing and PR opportunities.
- Helping Beckenham businesses maximise footfall through the year.
- Bringing the business community together.
- Encouraging businesses and staff to work collaboratively.
- Helping to drive down costs for Beckenham businesses.



MARKETING BECKENHAM

BUILDING ON OUR STRENGTHS

With great shopping, lively nightlife and excellent transport links, Beckenham is an attractive town with traditional values and a strong community spirit. It's also a thriving suburban hub.

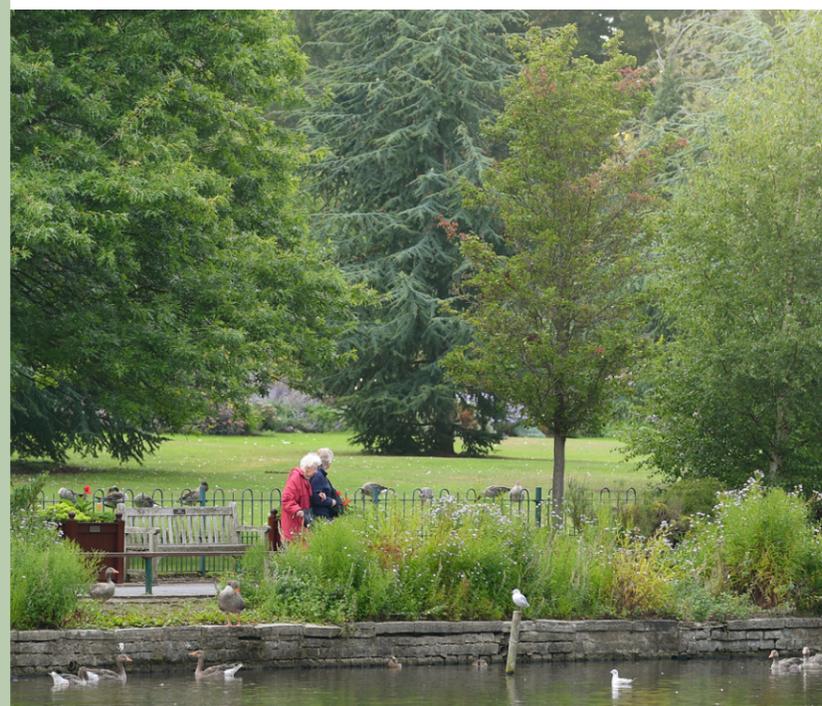
Playing to Beckenham's existing strengths, Beckenham Together's place marketing strategy will focus on creating an exciting new proposition for the area with targeted online and offline campaigns to engage with specific sectors and audiences.

CONNECTING WITH THE ONLINE AUDIENCE

We'll significantly enhance our online presence, creating a dynamic, user-friendly website that inspires visitors and delivers a superb experience. We'll also proactively develop our social media engagement across all channels, reaching a wider geographic area and audience demographic.

A REWARDING EXPERIENCE FOR STAFF, RESIDENTS AND VISITORS

By joining together we can cost effectively coordinate a major free-to-join online loyalty scheme. It will offer Beckenham retail and leisure businesses the kind of tactical marketing opportunities normally only available to major high street brands, raising awareness and driving footfall during quieter periods. Subscribers will have priority access to tactical discounts, rewards and promotional incentives from a range of participants with easy redemption via downloadable vouchers.



EXPERIENCE BECKENHAM

A YEAR-ROUND SERIES OF EVENTS

Creating a buzz around the town engages locals and attracts new visitors, Beckenham Together will facilitate a diverse series of events. The aim is to make Beckenham an exciting place for a shopping and leisure experience, as well as a vibrant community social space.

Beckenham Together will also promote a programme of imaginatively themed, smaller-scale events aimed at families. Designed to be staged with a limited budget, these will offer Beckenham town centre businesses cost effective promotional opportunities throughout the year.

The events and promotions will coincide with major public holidays and well established local events, enabling local businesses to capitalise on exceptional trading opportunities, or timed to significantly increase footfall during quieter periods of the year.

CHRISTMAS ACROSS BECKENHAM

Beckenham Together will ensure that Christmas is inclusive across the whole BID area, committing to maintain and extend the Christmas lights to ensure they cover the whole BID area.



Playing to Beckenham's existing strengths, the BID's place marketing strategy will focus on creating a new proposition for Beckenham.



A WARMER WELCOME

SUPPORTING BECKENHAM BUSINESSES WITH A REASSURING ON-STREET PRESENCE

Street Ambassadors will add to the friendly face of Beckenham town centre. They'll provide advice and directions, as well as information about special events that are taking place in the town. Street Ambassadors also provide a vital link between Beckenham Together's management team and the business community. They'll be happy to report any requests or concerns you may have, so that we can respond as quickly as possible.

The Street Ambassadors will also help ensure our town looks its best at all times. They'll report graffiti, vandalism, litter problems and other on-street issues. We can then make sure these are dealt with promptly by the proper authorities.

ENSURING BECKENHAM RETAINS ITS PURPLE FLAG STATUS

Beckenham Together will work with the Purple Flag steering group to ensure that Beckenham continues to be recognised with this well established mark of a safer night out.



STRONGER TOGETHER

JOINT PURCHASING SCHEME

Beckenham Together will provide and facilitate a joint purchasing scheme with the primary aim of reducing cost for businesses. By purchasing services such as recycling and trade waste as a collective Beckenham Together will be able to deliver significant savings for smaller businesses.

BOOSTING A SENSE OF COMMUNITY

Beckenham Together will help give Beckenham businesses a voice. Being part of Beckenham Together isn't just about growing your business. It's also an opportunity to have your voice heard on matters that can have a huge impact on the experience and environment of the town centre to parking provision.

Beckenham Together will ensure members' views, suggestions and observations on town centre issues are listened to and taken into account before major policy making decisions are made.

IMPROVING BECKENHAM ACCESS

In liaison with the Council and other appropriate organisations, Beckenham Together will commission research focusing on town centre transport and parking issues, measuring the impact on local businesses. A joint plan of action will be implemented to ensure parking restrictions are appropriate and that visitors and staff alike are aware of the best and most cost effective ways of accessing the town centre.

...an opportunity to have your voice heard on matters that can have a huge impact on the experience and environment of the town centre...



TESTIMONIALS



MOHAMED AAA MINICABS

“ The Business Improvement District will bring the local people and the businesses within the area to come together and work cohesively for the better of both people and businesses. ”



CHERYL TACKIE, GENERAL MANAGER, VENUE 28

“ Establishing a BID in Beckenham will have an extremely positive impact on the area, strengthening its identity and raising awareness about what the town has to offer for both during the day and evening. ”



ALISON DAVIS

“ I run a Beckenham-based events management company best known for the So Last Century Vintage & Retro Fair, which operates in Beckenham Together area. I'm a local resident, and excited about Beckenham Together's potential to build on the town's existing community spirit through improving the customer business interface, and by enhancing opportunities for exciting town-centre based events and experiences. ”



BID RULES AND BUDGET

THE LEVY RULES

1. 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).
2. Only properties or hereditaments with a rateable value of £5,000 or more will be liable for the levy.
3. The number of properties or hereditaments liable for the levy is estimated at 312.
4. The levy rate will be increased by the fixed rate of inflation of 2% per annum.
5. 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.
6. The owners of untenanted properties or hereditaments will be liable for payment of the levy.
7. The Beckenham Together area does not contain any form of shopping centre.
8. 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.
9. 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.
10. London Borough of Bromley Council will be responsible for collection of The Beckenham Together levy and will charge an annual fee not in excess of £35 per hereditament to do so.

BID BUDGET

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Income	£186,538	£190,268	£194,074	£197,955	£201,914	£970,749
EXPENDITURE						
Marketing Beckenham	£40,000	£40,600	£41,209	£41,827	£42,454	£206,090
Experience Beckenham	£25,000	£25,375	£25,755	£26,141	£26,534	£128,805
A warmer welcome	£54,000	£54,810	£55,632	£56,466	£57,313	£278,221
Stronger together	£20,000	£20,300	£20,604	£20,913	£21,227	£103,044
Contingency	£10,145	£11,229	£12,351	£13,507	£14,698	£61,930
Operating costs	£37,393	£37,954	£38,523	£39,101	£39,688	£192,659
Total:	£186,538	£190,268	£194,074	£197,955	£201,914	£970,749

For further information contact hello@beckenhambid.co.uk

* The contingency is equal to or greater than 5% of the budget. It factors in an assumed levy collection rate of 97.5% and an expenditure contingency of at least 2.5%.

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

GOVERNANCE - ACCOUNTABILITY AND TRANSPARENCY

1. The Beckenham Together proposer is the Beckenham Together Steering Group. Upon a successful ballot they would become the initial Board of Beckenham Together Ltd until the first AGM. Beckenham Together Ltd is a company not for profit company limited by guarantee.
2. The number of Directors (the Board) will not exceed 7. The Board will be subject to annual re-election by levy payers with confirmation at the AGM. Nominations for the Board must be received by the Chair no less than 5 working days before the AGM.
3. In addition to the Board Directors a number of non-voting Advisors will be appointed to the Board. Additional advisory members may be co-opted, including representatives from partner organisations, including the London Borough of Bromley. The nominated representatives of The London Borough of Bromley Advisory Members will not be subject to re-election processes. Advisory Board Members will advise on operational and service delivery issues, oversee performance measurement, and more generally act as the primary consultative and advisory body on BID services.
4. Any levy payer can become a Member of the 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.
5. 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 Beckenham Together Advisory Group.
6. The Beckenham Together Board will meet along with the advisory members at least quarterly. Minutes from the Board meeting will be circulated to all Directors and Advisory members and made available to all BID levy payers. Beckenham Together Board Directors may meet from time to time without the presence of Advisory Members but their meeting minutes will also be made available advisory members.
7. Provided that Beckenham Together is meeting its overall objectives and subject to full consultation with Beckenham Together 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 Beckenham Together boundary or to the headline levy rate would require an alteration ballot.
8. Beckenham Together 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. The accounts will be formally presented to Beckenham Together Board at the AGM.
9. 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.beckenhambid.co.uk
10. Notification of the intention to hold a ballot was sent to the Secretary of State on 23rd October 2017.
11. The Notice of Ballot will be on or before 17th January.
12. During the development of Beckenham Together, approximately 50% of hereditaments in the 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.
13. If successful at ballot, the five year term will commence on 1st April 2018 and continue until 31st March 2023.
14. There will be a mid-term review of Beckenham Together taking place no later than three years into the BID term to ensure Beckenham Together 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

1. Each property or hereditament subject to the Beckenham Together levy will be entitled to one vote.
2. There will be a 28 day postal ballot period which will commence on 2nd February 2018 and close at 5pm on 1st March 2018.
3. The ballot result will be announced on the 2nd March 2018.



**BECKENHAM
TOGETHER**

BUSINESS IMPROVEMENT
DISTRICT

Beckenham Together is not just an opportunity to transform and revitalise our town over the next five years. It will also lay the groundwork for future growth and prosperity.

Help make our town an even better place to live, work, shop and relax.

**VOTE YES
FOR BECKENHAM
TOGETHER.**