



WANDSWORTH TOWN BID



Formerly:



BUSINESS IMPROVEMENT DISTRICT

BUSINESS PLAN

2022 - 2027

2022 - 2027

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OUR PARTNERS:



Foreword

This Business Plan is the Wandsworth Town Business Improvement District's (BID) proposal for a £1.5million, five-year programme of investment to enhance both the presence of Wandsworth and the range of services needed to ensure that it looks and feels clean, safe and welcoming. It builds on the successes of the BID over the past 5 years working in collaboration with local businesses and wider community.

I became Chairman of the BID in 2018 and together with Neil Churchill, our previous Chair, we have worked hard to lay the foundations for building a strong business community in Wandsworth Town, one which we plan to develop during our next term. In particular, I have sought to use my seven years of experience in the BID sector to help Wandsworth Town grow, despite the challenges we have all faced.

Over the last 2 years we have witnessed an unprecedented public health crisis that has heavily impacted our retail and leisure sector and forced a change in consumer habits, moving people to shop online and work from home, rather than visit our town centres. COVID-19 together with increased competition, periods of recession and Brexit have all created an extremely challenging environment for Wandsworth and its visitor economy.

Our immediate priority now is to rebuild visitor confidence and work together to ensure Wandsworth Town has the best possible opportunities to thrive in a post-COVID economy.

Wandsworth Town BID will take a lead role in navigating this recovery and over a five-year period will help to restore Wandsworth Town's economy and enable it to continue to thrive and prosper.

Voting in favour of the BID will allow us to invest in Wandsworth Town Centre, maintaining our position as a go-to destination for shopping, socialising and working.

We will strive to do all we can to support local businesses increase footfall and spend and revitalise Wandsworth Town's sense of community.

Vote YES for Wandsworth Town BID to help ensure an exciting and sustainable future.



Pieter Strombeck, Centre Director
Southside Shopping Centre
Chairman of the Board of Directors

The Story So Far

The last five years haven't been exactly as planned for anyone. In 2017, when the Wandsworth Town BID was established, the issues faced by business were less complex than the ones we face today. However, even though these challenges may have slowed us down, it hasn't hindered progress and we can point to a number of highlights of which we can be proud.

- **£1.1 million invested into Wandsworth Town Centre over five years**
- **COVID-19 Support**
 - Assisting businesses with grant applications
 - Clear public health information campaigns to instil confidence in using the Town Centre
 - Extensive residents survey to analyse new spending habits following the period of lockdown
 - Provided stickers to businesses asking customers to comply with government guidelines
- **Established a Business Crime Reduction Partnership**
 - Quarterly security meetings with Met Police and Wandsworth Council
- **Organised seasonal events to drive footfall, dwell time and spend**
 - Achieved annual footfall in excess of 10m visitors
 - Hosted Old York Road Unplugged
 - Hosted seasonal events, including Wimbledon screenings in Ram Quarter
- **Provided extensive additional deep cleaning to enhance baseline Council provision**
- **Hosted quarterly networking events for local businesses**
- **Installed window dressing in vacant units to attract new businesses to the high street**
- **Acted as a strong collective and authoritative voice of business**
- **Acted with corporate social responsibility**
 - Set up a food donation point for donating to Wandsworth Food Bank in Southside Shopping Centre
 - Established Refill Wandsworth Town to reduce single use plastic in the area



"The Wandsworth BID team have been of great assistance to Schooner Bar during the first six months of trading. They recognise the challenges presented to independent start-ups, particularly during the last year. They have supported us with social media marketing efforts, organising events in which we have taken part and involving us in other initiatives. They are inclusive, responsive and good to deal with."

**- MATTHEW PODGER,
CO-FOUNDER, SCHOONER BAR**

What is a Business Improvement District (BID)?

Business Improvement Districts (BIDs) are not-for-profit partnerships, in which the local businesses have voted to collectively invest to improve the environment of their local area. A BID is brought in through a democratic ballot process and the services provided are additional to those delivered by the statutory authorities. There are currently over 300 BIDs in the UK supporting and investing in town centres

A BID seeks to provide greater strategic context for business to galvanise the business community, statutory authorities and wider stakeholders behind a common vision for the district and generate an enhanced income stream, benefitting the whole area in terms of service provision. A BID provides the business community with a united voice and the ability to influence and shape the future. It acts as a catalyst to promote wider public and private investment into projects, which enhance the neighbourhood.

Why do businesses support BIDs?

- Tangible return on investment
- Provision of additional services not included by standard business rates
- A focus on increasing footfall and dwell time, providing more customers for local businesses
- Creating and managing town centre wide
- Promoting destination of choice for visitors, businesses and residents alike
- Effective engagement through a single, unified voice for the business community

A successful BID has to have 'buy-in' from the majority of those businesses who will finance it – both for a successful vote and also to ensure the partnership evolves in a positive environment.

BIDs are subject to Government legislation, statutorily established once voted for by the majority of businesses in an area and have a maximum term of five years before returning to their electorate for renewal. Once a majority vote has been achieved, a BID levy becomes mandatory on all defined ratepayers.

For a BID to be introduced, the ballot of business must meet two conditions: a majority in number of those voting and a majority in proportion of rateable value of those voting.

The BID levy is then applicable to all eligible businesses.

The Council Returning Officer and their electoral services staff administer the BID ballot. It is arranged in line with rules set out in the BID regulations (2004) as approved by Parliament.

Why Renew the BID?



**SUPPORT THE
COVID-19 RECOVERY**



**£1.5M INVESTMENT INTO
WANDSWORTH TOWN**



**ENCOURAGE FOOTFALL
AND INCREASE DWELL TIME**



GREATER VISITOR SPEND



**A SAFER AND CLEANER
STREET ENVIRONMENT**



**A COLLECTIVE VOICE
FOR BUSINESSES ON
ISSUES THAT MATTER**

WORKING IN COLLABORATION THESE BENEFITS CAN BE ACHIEVED ECONOMICALLY:

- **Less than 62p a day for a small Wandsworth Town business** with a rateable value of £15,000
- **Just £1.64 a day for a medium business** with a rateable value of £40,000
- **Only £2.67 for a large business** with a rateable value of £65,000

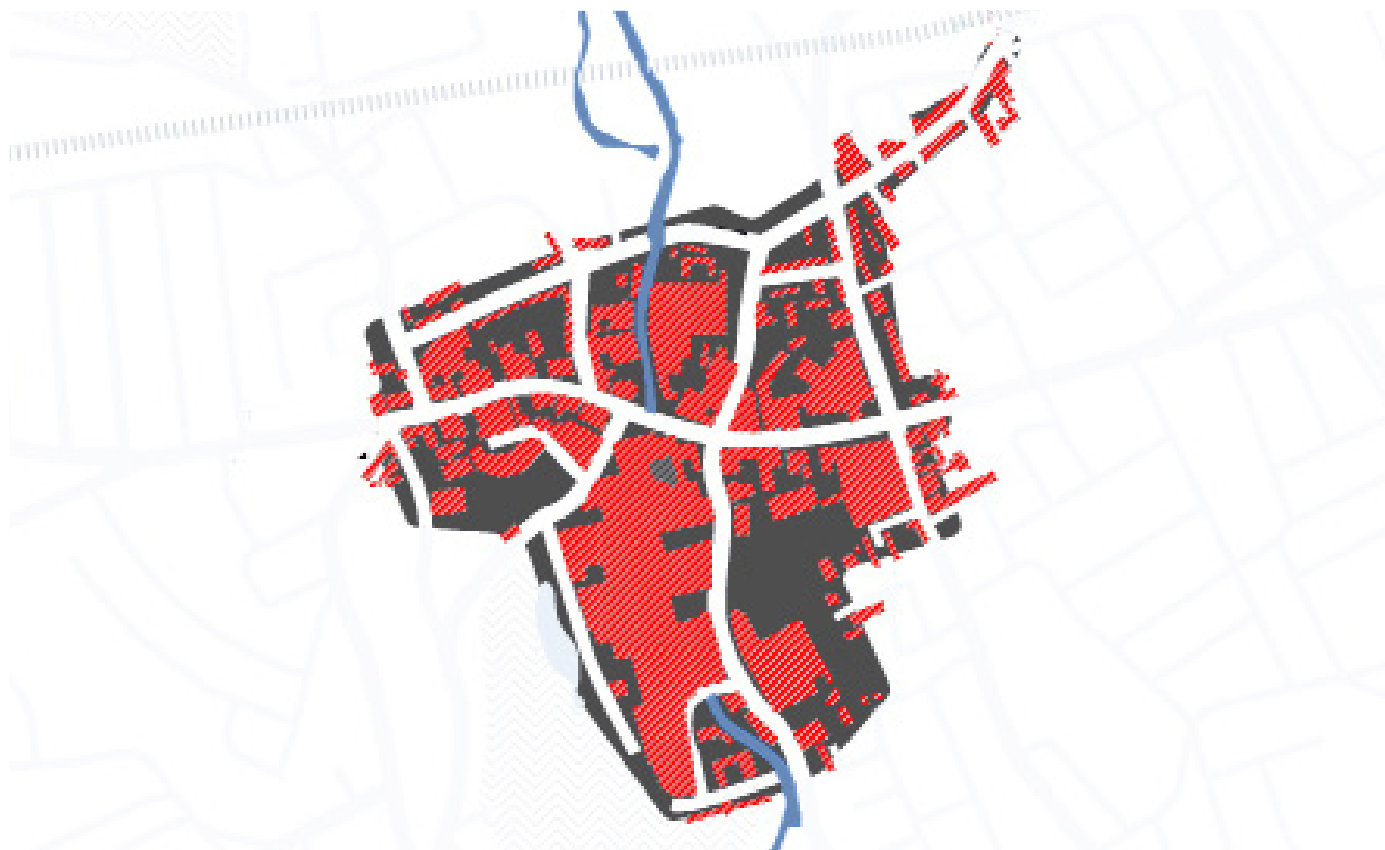
**NATIONALLY THERE ARE OVER 330 BUSINESS IMPROVEMENT DISTRICTS
INVEST £132M INTO LOCAL TOWN CENTRES FACILITATING:**

- **A stronger collective voice**
- **More attractive trading environments**
- **Higher footfall and occupancy levels**
- **Less crime and anti-social behaviour**
- **Greater support to local enterprise and job creation**



**+ BUSINESS + COUNCIL
= ADDED VALUE**

The BID Area



The formal boundaries of the BID outlined on the map above. However, the BID can and will engage with its neighbours to support and promote projects outside this area that will benefit the district.

Streets within the BID Area, 2022 - 2027:

All Saints Passage
Armoury Way
Broomhill Road
Buckhold Road
Centre Square
Chapel Yard
East Hill (part)
Fairfield Street
Garratt Lane (part)
Hardwick Square
Mantle Court
Mapleton Crecent
Neville Gill Road
Putney Bridge Road (part)

Old York Road
Ram Street
Red Lion Square
St Anns Hills
The Filaments
Wandsworth High Street
Wandsworth Plain
West Hill (part)



The Challenges

WANDSWORTH TOWN BID is the vehicle to focus resources and efforts, first on recovery and then on longer-term growth. There are a number of key challenges:

1. SUPPORTING COVID-19 RECOVERY

During 2020/21, Wandsworth's visitor economy has been seriously affected by the COVID-19 pandemic. While there is now light at the end of the tunnel, we must begin to rebuild visitor confidence and navigate a recovery plan for Wandsworth and its retail and leisure businesses.

Reviving Wandsworth Town cannot be undertaken in isolation or by a single agency; it will require a partnership approach between business, the Council and local communities. COVID-19 has dramatically accelerated the need for retail districts to evolve to meet changing customer demands and trends and in the longer-term the impact on behaviour change is yet to be seen. The BID will provide leadership and a range of services that will help Wandsworth Town businesses in their recovery from the impact of the pandemic and support their longer-term growth.

WANDSWORTH TOWN BID will help build back a better, more sustainable district for all.

2. PROMOTING AND COMMUNICATING WANDSWORTH TOWN



OVER 85% OF PEOPLE SURVEYED SAID THEY WERE PLANNING ON **SHOPPING** IN WANDSWORTH TOWN AS OFTEN AS THEY DID BEFORE MARCH 2020 OR MORE OFTEN



OVER 83% OF PEOPLE SURVEYED SAID THEY WERE PLANNING ON **DINING OUT** IN WANDSWORTH TOWN AS OFTEN AS THEY DID BEFORE MARCH 2020 OR MORE OFTEN



OVER 84% OF PEOPLE SURVEYED SAID THEY WERE PLANNING TO VISIT WANDSWORTH TOWN FOR **HAIR AND BEAUTY APPOINTMENTS** AS OFTEN AS THEY DID BEFORE MARCH 2020 OR MORE OFTEN

Promotion and good communication is pivotal to ensuring Wandsworth Town continues to retain its standing as an attractive place to invest, live and work, and an attraction for shoppers and visitors.

Promotion and events increasingly need to be creative and innovative and deliver unique and exciting experiences for shoppers. Competition in recent years has been amplified with alternative locations improving and reinventing themselves. Wandsworth needs to stay ahead of these offers.

WANDSWORTH TOWN BID will provide visitors more reasons to visit, stay longer and spend more.

3. ENHANCING THE QUALITY OF THE STREET ENVIRONMENT

A quality streetscape is essential to attract businesses, retain staff, appeal to residents and enhance the visitor experience. Well-managed streets are an integral part of delivering a location of choice.

The BID will propose and promote street management improvements to create and maintain a district which is more attractive and experiential. It will promote and deliver where appropriate additional street management services in partnership with the local authority and explore innovative approaches to create a cleaner, safer and more welcoming place.

WANDSWORTH TOWN BID will make the shopping area more welcoming to visitors, workers and residents.

4. PROVIDING BUSINESS SUPPORT AND INSIGHT

Wandsworth Town is host to many exciting shops and brands that require timely and reliable information to make crucial business decisions as well as a forum to share their knowledge.

The BID will support business by taking an area-wide approach to measures that stimulate business development and growth. It will establish a structure for regular assessment of priorities and needs of different business sectors and promote and influence relevant local and London policy issues.

WANDSWORTH TOWN BID will establish itself as the voice of business in the area.



The Delivery Plan

The Delivery Plan's overall objective is to help create, maintain and promote the district so that it attracts greater shopper numbers, encourages them to stay longer, spend more and return again.

The need to ensure that the BID makes a positive contribution to the environmental, social and corporate governance will be incorporated into every element of the BID's activities.

Working together with our partners and our local communities, we will ensure that Wandsworth Town remains a vibrant, viable and sustainable area, which works for businesses and residents and of which everyone can be proud.

Wandsworth Town BID will focus its delivery programme on three interconnected pillars which together will be most effective at supporting and promoting the growth of the Wandsworth Town businesses, while at the same time reflecting any additional interests of the wider community.



**LAUNCHING THE BUSINESS CRIME
REDUCTION PARTNERSHIP**



**WIMBLEDON TENNIS SCREENING IN
RAM QUARTER 2019**



**WINDOW DRESSING IN AN EMPTY UNIT ON
WANDSWORTH HIGH STREET**

For Business



**ADDITIONAL
SECURITY SERVICES
FOR WANDSWORTH
TOWN BUSINESSES**



**INCREASED FOOTFALL
AND SPEND FOR
FOR WANDSWORTH
TOWN BUSINESSES**



**ADDITIONAL
BUSINESS SUPPORT
FOR WANDSWORTH
TOWN**

Wandsworth Town's businesses are at the heart of everything we do. Every decision the BID makes comes from our members. Following review of our consultations with local businesses, we have identified the following work streams and initiatives:

WANDSWORTH TOWN BID will:

- Install footfall counting equipment to better understand visitor behaviour and to make educated strategic decisions, measuring the impact of activities while planning future activities / events with confidence
- Introduce a buy local initiative
- Fund the Business Crime Reduction Partnership for Wandsworth Town business to tackle crime and anti-social behaviour in the area
- Co-ordinate with the Council a collective waste collection scheme to reduce business costs, as well as reduce pollution and congestion in Wandsworth Town
- Host regular networking events for local businesses to meet the rest of the business community and the BID team and discuss any issues or upcoming changes
- Produce a monthly newsletter to inform businesses of upcoming training, events and introduce new initiatives in the area
- Provide businesses with advice and information on economic matters
- Provide ad hoc support, information and guidance for businesses in Wandsworth Town
- Gather data on how Wandsworth Town could be enhanced through regular surveys to understand and stay on top of how consumer habits change
- Provide regular updates on business news on our website and through our social media channels



For The Environment



**A GREENER
WANDSWORTH TOWN**



**CLEANER AIR IN
WANDSWORTH TOWN**



**DEVELOPED SPACES IN
WANDSWORTH TOWN**

We want to ensure that Wandsworth Town is appealing, exciting and clean to help attract new businesses and customers to the area. Wandsworth Town BID, understand the importance of keeping our streets clean, running events and doing all we can to improve the dwell time of visitors in the area.

WANDSWORTH TOWN BID will:

- Purchase new Christmas Lights for Wandsworth Town for Christmas 2022
- Activate vacant window spaces while waiting for new businesses to open
- Undertake monthly street cleaning and graffiti removal to improve the look and feel of Wandsworth Town's streets
- Organise new signage for Old York Road by Armoury Way
- Procure artwork in Old York Road to raise awareness and increase footfall to Old York Road's shops and businesses
- Advocate living columns along Wandsworth High Street to increase the amount of greenery in the town centre
- In partnership with the Council facilitate an Air Quality monitoring solution to find ways of reducing the amount of air pollution in the area
- Lobby Wandsworth Council and TFL to begin work on the lower pollution public transport/bicycle route through the town centre



For Everyone



**A COMMUNITY JOB
AND VOLUNTEER
BOARD FOR
WANDSWORTH TOWN**



**MORE EVENTS
HAPPENING IN
WANDSWORTH TOWN**



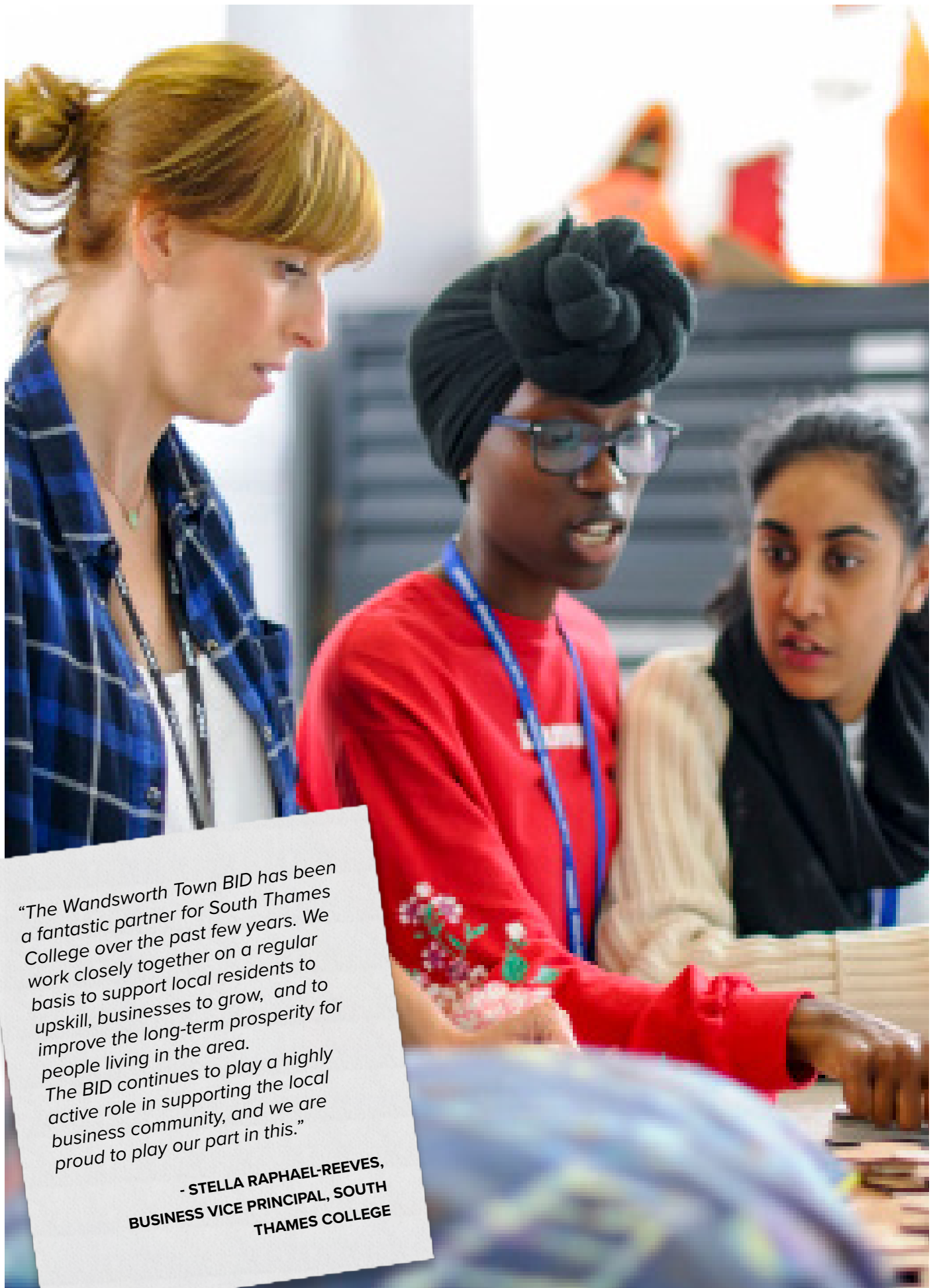
**MORE PROMOTION
FOR ALL OF
WANDSWORTH TOWN
BUSINESSES**

Since the establishment of the BID in 2017 we have acknowledged the importance of the wider community. We want to enhance this, building upon our existing achievements so that everyone who lives, works and visits Wandsworth Town feels at home. By working together, we believe that Wandsworth Town can become one of London's most popular destinations.

WANDSWORTH TOWN BID will:

- Create a new community jobs page for local businesses and charities to advertise vacancies and volunteering opportunities for free
- Facilitate the return of the Old York Road summer festival
- Introduce a new health and fitness festival so that health and wellness gyms and shops in Wandsworth Town can showcase their offerings and highlight the importance of healthy living
- Host an annual Christmas festival that involves Wandsworth Town as a whole
- Organise regular food donations to Wandsworth Food Bank to help support those in need in the local community
- Organise regular evening events throughout the year to better establish Wandsworth Town as a location to socialise and boost the evening economy
- Produce a monthly residential newsletter to promote events, offers and businesses in Wandsworth Town
- Increase the profile of our social media platforms to continually raise the profile of the fantastic things Wandsworth Town has to offer
- Introduce an App based discount card with offers from local businesses to encourage people to shop in Wandsworth Town rather than online





“The Wandsworth Town BID has been a fantastic partner for South Thames College over the past few years. We work closely together on a regular basis to support local residents to upskill, businesses to grow, and to improve the long-term prosperity for people living in the area.

The BID continues to play a highly active role in supporting the local business community, and we are proud to play our part in this.”

**- STELLA RAPHAEL-REEVES,
BUSINESS VICE PRINCIPAL, SOUTH
THAMES COLLEGE**

Pedestrianising Wandsworth Town

WANDSWORTH HIGH STREET

In the same year that the Wandsworth Town BID was formed (2017), work was due to start on the pedestrianisation of Wandsworth High Street and the removal of our one-way system. With traffic on Armoury Way converted to two-way, a large section of Wandsworth High Street would be open for pedestrians, cyclists and buses, which would reduce pollution and congestion in the centre of Wandsworth Town.

Sadly, these plans were postponed for four years, and subsequently pushed back again in 2021.

As an authoritative voice representing local business, the BID is in a unique position to lobby for these proposed changes to move forward. The one-way system has a negative effect on businesses in the area, with traffic congestion, poor air quality and a general busy atmosphere making it more difficult for businesses on the High Street to attract custom.

To help businesses on Wandsworth High Street and its hinterland, Wandsworth Town BID plans to conduct a 12-month long air quality monitoring initiative. Together with testimonials from local businesses, we will use the information in discussions with Transport for London (TFL) and Wandsworth Council for the pedestrianisation project to be re-engaged.

OLD YORK ROAD

A consultation on the permanent pedestrianisation of Old York Road took place in 2021. A popular area for hospitality venues, independent shops, boutiques and culture, the street was closed to all motor vehicles during the summers of 2020 and 2021 to aid hospitality venues who had experienced severe hardship during the COVID lockdown.

The consultation showed that the majority of businesses and residents on the street were in favour of permanently pedestrianising the road and it is likely that Old York Road will soon be closed to buses and other traffic. Wandsworth Town BID will support all businesses on Old York Road that will be impacted by these changes.

To raise awareness of the Old York Road offer, Wandsworth Town BID aims to install new signage during the next term. We also aim to install a mural-style piece of artwork in the area to attract more visitors and host regular seasonal events to benefit the shops and venues who call the street home.

**These changes will help make
Wandsworth Town a greener, cleaner
and more enjoyable destination
to live, work and play.**

Finance

The levy that provides the BIDs funding is governed by a set of BID rules.

Essentially when the BID is renewed at ballot all eligible businesses will pay 1.5% of their rateable value to fund the action plan set out in this renewal proposal. The BID will be in place for a further 5-years and all retail, leisure and office businesses at or above the £15,000 rateable value threshold will be liable to contribute to the BID

The BID Rules

- The BID term will be a period of five years from April 1st, 2022, until March 31st, 2027
- The levy will be a fixed rate of 1.5% rateable value as at April 1st, 2022, using the 2017 list for all eligible ratepayers
- Only properties or hereditaments with a rateable value of £15,000 or more will be liable for the levy
- The maximum levy to be charged to on any single hereditament will not exceed £15,000
- The levy will assume an annual growth rate for inflation of 3% to be applied on April 1st each year;
- The levy will be charged annually in full for each chargeable period to be April to March each year, first payable in April 2022, and then annually each April. No refunds will be available on the levy charged.
- The owners of untenanted properties or hereditaments will be liable for payment of the levy
- Properties that come into the rating list during the BID term will be subject to the levy from the effective date that the property is brought into the rating list and the rateable value effective at that time;
- Occupies within managed shopping centres that are subject to a service charge for management and marketing services will pay 60% of the levy that would otherwise apply.
- Charitable organisations (excluding educational institutions) that are subject to relief on their business rates liability will be exempt.
- Where the rateable value for an individual hereditament changes and results in a lower levy, then this comes into effect only from the start of the financial year in which the change is made and no refunds will be made for previous years. This is known as the closed year rule;
- There will be no VAT charged on the BID levy;
- The BID levy will not be increased other than as specified in the levy rules;
- The BID levy rules and BID area cannot be altered without an alteration ballot.

Investing in Wandsworth Town

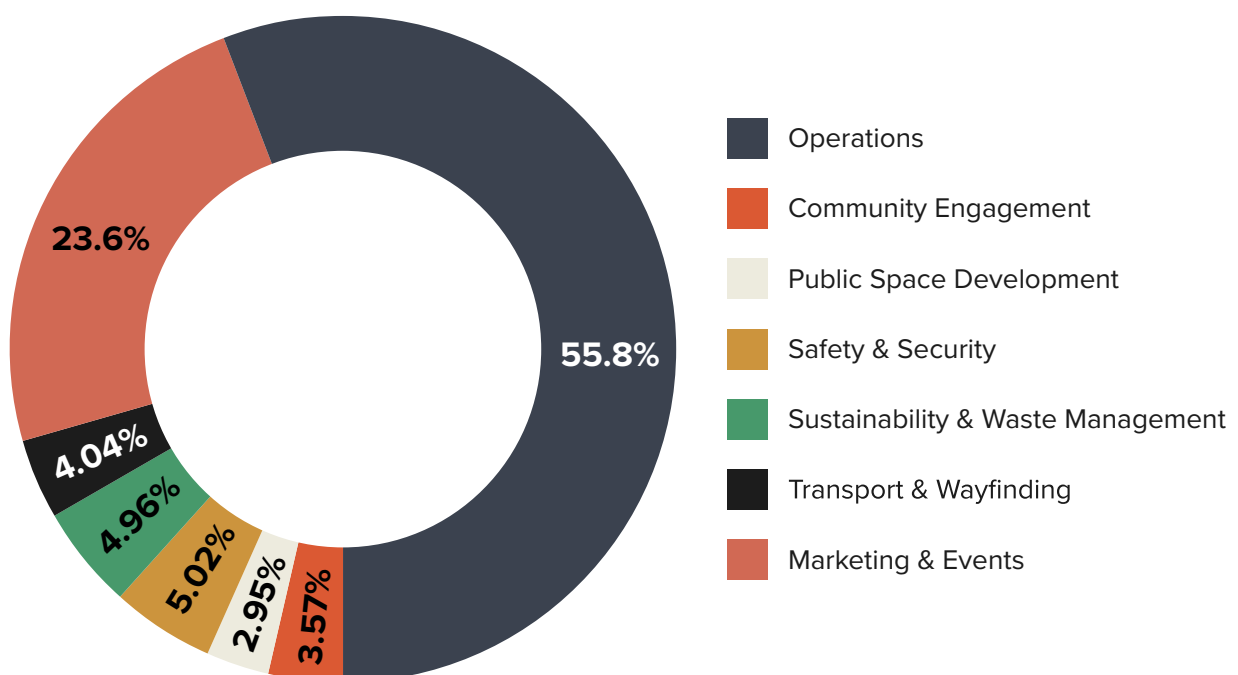
Income generated from the BID levy is ring-fenced to be invested in the BID area. It is used to protect and enhance the commercial wellbeing of businesses through a programme of projects and services in line with the Business Plan.

Income and Expenditure and 5 year cash flow

Income						
	Year One	Year Two	Year Three	Year Four	Year Five	Total
BID Levy (without VAT)	242,873.00	250,159.19	257,663.97	265,393.88	273,355.70	1,289,445.74
Southside Voluntary Contribution	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	32,500.00
Reserves from previous year	21,000.00	11,667.00	13,220.99	17,946.34	37,938.19	21,000.00
Total Income	270,373.00	268,326.19	277,384.96	289,840.22	317,793.89	1,342,945.74

Expenditure						
	Year One	Year Two	Year Three	Year Four	Year Five	Total
Operational Costs	134,450.00	138,009.20	141,675.18	145,451.13	149,340.37	708,925.87
Community Engagement	30,500.00	3,692.00	3,692.00	3,692.00	3,692.00	45,268.00
Public Space Development	7,500.00	7,500.00	19,500.00	7,500.00	7,500.00	37,500.00
Safety & Security	12,000.00	12,360.00	12,730.80	13,112.72	13,506.11	63,709.63
Sustainability & Waste Management	9,600.00	21,888.00	10,184.64	10,490.18	10,804.88	62,967.70
Transport & Wayfinding	4,656.00	11,656.00	11,656.00	11,656.00	11,656.00	51,280.00
Marketing & Events	60,000.00	60,000.00	60,000.00	60,000.00	60,000.00	300,000.00
Total Expenditure	258,706.00	255,105.20	259,438.62	251,902.03	256,499.36	1,269,651.21

5 Year Expenditure Plans by Percentage





"Having the BID active in Wandsworth Town is definitely a bonus for businesses in the town centre. In Southside, it means our shops, restaurants and entertainment venues get double the support - from us and the BID. I am happy to support them going forward and seeing what they do next."

**- PAUL HOPE,
OPERATIONS MANAGER,
SOUTHSIDE SHOPPING CENTRE**

NOTES ON BUDGET

Budget figures are indicative based on the anticipated levy income using 2017 rateable values. They assume a 3% annual inflationary increase and 100% levy collection rate. Levy income may fluctuate in relation to occupancy and is subject to the market at the time of the ratings assessment.

Allocations reflect current priorities however these may change causing variances and re-allocations across the five-year term. Any material variations of the budget will be approved by the BID Board. Contingency is based upon 10% of BID levy. Reserves are maintained to manage the BID's cash flow and can be varied by the BID Board if and when required.

Management and overhead will be maintained beneath the industry benchmark of 20%. We seek to leverage voluntary income, which will help enable more of the members' contributions to be allocated to work programmes, which directly benefit business and the local area in general.

OPERATING AGREEMENT

Through an Operating Agreement with Wandsworth Council, a process will be put in place to monitor the collection of the BID levy over the duration of the five-year tenure.

Within one month of the ballot result, the Wandsworth BID and Wandsworth Council will set up a Monitoring Group. There will be at least two meetings of the group each financial year throughout the BID term. At each meeting the monitoring group will:

- Review the effectiveness of collection and enforcement of the BID levy
- Assess the information provided by the Wandsworth BID and Wandsworth Council to each party and make recommendations and/or adjustments

LEVERAGING ADDITIONALNON-BID LEVY FUNDING

The Wandsworth BID will seek to grow its number of voluntary members and in particular leverage its activity towards the delivery of additional funding to support ongoing work programmes. This is with particular regard to public funding opportunities, property owners and commercial/corporate partners.



Governance of the BID

The Wandsworth Town BID provides an effective organisational model, which brings together the business community, both occupiers and owners, together with the statutory authorities and wider community, to work together for the benefit of the Wandsworth Town.

The Wandsworth Town BID is a company limited by guarantee and the legal entity that will run the activities of the business improvement district following its renewal. The BID will have two categories of membership:

- BID Levy payers – commercial occupiers liable to pay the BID levy
- Voluntary members – businesses / organisations that are not BID levy payers approved by the BID Board

The nomination of voluntary members will be supported by either an annual financial contribution (cash or in-kind) or their strategic importance to the delivery of the BID's business objectives. Key groups will include property owners, smaller businesses that fall below the threshold of rateable value and businesses outside of the BID's geographic boundary.

ORGANISATIONAL STRUCTURE

A Board of Directors will lead and guide the work of the BID. The Board will have the appropriate balance of skills, experience, independence and knowledge to enable them to discharge their respective duties and responsibilities effectively. It will seek diversity and ensure a representative mix of its membership, the property sector and wider community.

The Board will meet quarterly and drive the set aims and objectives of the BID, as well as maintaining good governance, overseeing the budget and monitoring performance.

The Board will consist of between 12 -16 non-Executive Directors including the Chair. Directors will be appointed by the Board subject to ratification by the BID members at annual meetings of the company.

Observers can be appointed to the Board subject to ratification by BID members at annual meetings of the company. Key groups may include the public authorities, the Police and the residential community.

The BID will seek to embrace its members and the wider community within a programme of work which meet its stated aims and objectives. To help guide the BID in this pursuit Board sub-groups may be set up to encourage participation and help to add value to the decision making of the BID. These areas of focus will include Finance & Governance.

THE BID TEAM

The delivery of the BID's business plan will be led by a BID Manager and their team, accountable to the Chairman and Board. The role will work with the Board and sub-group members, partners and specialist service providers to ensure the effective implementation of the agreed annual action plan.

WANDSWORTH COUNCIL

A key relationship will exist between the BID and the local Council. Wandsworth Council is the main determining authority in respect of the streets and properties in the area of the BID. Two important legal agreements will exist between the BID and the Council:

- An Operating Agreement which outlines how the BID levy monies are collected, administered and passed over to the BID
- A Baseline Agreement which specifies the level of Council led service provision in the area, ensuring that any services the BID provides are additional

Beyond that, a positive, ongoing working relationship between the BID and the local Council is vital for success in delivering the Business Plan.

The BID will involve formal participation of the local authority within its governance structure but, just as important, the BID will develop a strong and constructive working partnership at all levels.

Together, and with other elements of the local community, we will work to make the Wandsworth Town a better place for everyone to work, live and visit.

VOLUNTARY MEMBERS

Businesses of all sizes are important to the BID. The BID will maintain a voluntary membership scheme for businesses falling beneath the BID levy threshold or outside of the BID's geographical area. In particular, this will provide smaller businesses the opportunity to engage with, and benefit from, the BID, while not being compelled to contribute a mandatory levy. By enabling businesses with a rateable value of less than £15,000 to provide a voluntary levy the BID will be able to enhance the level of the annual budget.

PROPERTY OWNERS

Property owners in the area will be encouraged to join the BID on a voluntary basis and help inform the more longer-term objectives of the organisation. As set out in the membership criteria, membership will be on the basis of a financial contribution towards the overall management of the BID or towards specific projects the BID seeks to advance.

BOARD OF DIRECTORS

Our Board is made of voluntary members from the Wandsworth Town business community. They steer the BID to ensure that everything we do will have the most positive impact for every store, office and hospitality venue in the district.

What No BID would mean:



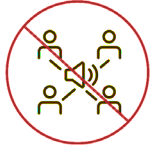
**THE BID TEAM WILL
BE DISBANDED**



**NO DEEP CLEANSING
OF WANDSWORTH
TOWN PAVEMENTS**



**NO CONSUMER
NEWSLETTER OR SOCIAL
MEDIA FOR THE TOWN**



**NO BUSINESS CRIME
REDUCTION
PARTNERSHIP**



**NO AUTHORITATIVE
VOICE TO LOBBY
THE COUNCIL FOR CHANGE**



**NO EXTRA INVESTMENT
IN WANDSWORTH TOWN**



**NO BUSINESS
COMMUNITY
BID NETWORKING**



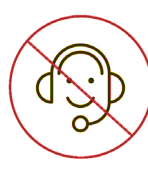
**REDUCED AIR
QUALITY MONITORING**



**NO COMMUNITY
WEBSITE**



**NO SEASONAL
EVENTS OR
PROMOTIONS**



**NO BUSINESS
ADVICE WHEN
YOU NEED IT**



**NO ADDITIONAL
PROMOTION
FOR YOUR BUSINESS**

Only by voting **YES** for
Wandsworth Town BID

will ensure that the town centre and your
business gets the help you need to thrive

How To Vote

From 8 February 2022, you will be given the opportunity to vote on this business proposal for the renewal of the Wandsworth Town BID.

To ensure neutrality, the BID ballot will be administered by the Wandsworth Council, Returning Officer and electoral services staff and agents. It will be arranged in line with the rules set out in the BID regulations (2004) as approved by Parliament.

A ballot can only be deemed successful if:

- The majority in number of those voting vote in favour of the BID
- The majority in proportion of rateable value of those voting are in favour of the BID

The BID levy is then applicable to all eligible rate-payers within the proposed BID area.

VOTING PROCEDURES

- Your ballot paper will be distributed on February 8th, 2022
- You will need to cast and return your postal vote by 5pm on 10th March 2022
- The results of the vote will be announced online on 11th March 2022

All eligible businesses will be entitled to one vote per hereditament. Businesses with more than one hereditament will be given the equivalent number of votes.

To discuss this document in more detail please contact:

Full ballot arrangements are available at <https://wandsworth.town>

WANDSWORTH TOWN BID is your opportunity to have an influential voice and implement changes that will positively affect your business and help ensure the future wellbeing of Wandsworth Town.

**Vote YES to investing in
Wandsworth Town**



