



Junction Ahead

BATTERSEA'S BUSINESS IMPROVEMENT DISTRICT

Proposals to support the growth and prosperity of
Clapham Junction Town Centre



Destination Clapham Junction



Clapham Junction town centre is a vibrant area with several distinct districts, each offering a unique experience and a wealth of opportunities to build on. Yet as all business know, trading conditions are challenging with an increasingly competitive environment.

Strong business improvement districts in neighbouring towns, online trading and discerning customers mean that town centre businesses have to work smarter together to continue to thrive. Clapham Junction needs to define and assert its competitive position and support businesses to make the most of this.

Business engagement in the town has shown there is an appetite to develop an even stronger sense of identity for the area, connecting business and community to improve the resilience of the local economy.

Clapham Junction is one of the UK's busiest interchange stations with an estimated 2,000 trains passing through each day. However not enough people look beyond the station to the location itself. With major station upgrades planned in the future, there is an opportunity for the wider town centre to benefit and to establish itself as a major destination. This plan sets out how through a BID, businesses can benefit from measures to increase the town's profile, ensuring it is safe and welcoming, while benefitting from opportunities to coordinate activity and save money.

From the independent businesses of St. John's Hill to fashionable and foodie Northcote Road, we want to develop a clear brand and strong identity, ensuring customers from near and far are more aware of our area as a destination for shopping and leisure. A new BID provides you with a real opportunity to support the town's future success and support your own business's growth.

A steering group of local businesses have been working to develop this proposal for a Business Improvement District. We hope you will share in our vision for Clapham Junction, and vote YES to make a brighter future for local businesses.

**YOUR VOTE
COUNTS** X

What is a BID and why do we need it?

Supporting business growth in Clapham Junction

A Business Improvement District (BID) is a business led and funded initiative to improve the local area. Along with the businesses it serves, a BID would develop a sense of ambition for Clapham Junction to achieve the status that it deserves and the performance that the town needs in an increasingly competitive marketplace.

At a democratic ballot in November 2018, landlords and business owners from Clapham Junction will have the opportunity to vote YES or NO to a new BID organisation being set up.

If the result is positive, all eligible businesses will pay a small annual levy based on rateable value. The sum of these contributions would mean an investment of nearly £2m over a five-year term to be spent on improving and championing the local area.

The funds will be managed by a board of voluntary directors made up of local businesses representatives.

All businesses are encouraged to get involved; there will be a range of open forums, theme groups and networking events as well as the opportunity to stand as board members.

Since 2005, London has seen more than 50 BIDs established. They have been successful in improving the economic status and profile of town centres and urban areas. Both the Mayor of London and many large chain retailers agree that they are a positive intervention. Not only do BIDs improve the shopping and working environment of their area, they can also bring communities together offering a strong collective voice and a sense of pride.



What will the new organisation achieve?

In Autumn 2017, 114 local businesses were consulted about their perceptions and aspirations for the area.

The following three themes emerged as the most popular for development:

Events and Festivals

The new organisation will work with traders' associations and community groups to promote an exciting annual program of events to raise the profile of the area and highlight its businesses. This will include investment and support for existing annual events such as the Northcote Road and St John's Hill summer festivals.

Safe and Welcoming:

The BID will work with local authority and police to tackle crime and antisocial behaviour, making the area more inviting for regular customers, visitors and employees. Additional street cleansing for high footfall areas will further improve the welcome.

Marketing and Promotion:

The BID will attract footfall and customer spend to the town centre by promoting what the area has to offer. It will do this through digital and other platforms. We aim to develop a distinct brand identity for Clapham Junction, positioning it as the major shopping and leisure destination for South West London.



What will the new organisation deliver?



Events and Festivals:

- Support and funding towards Northcote Summer Fete and St John's Hill Festival to make these events even bigger and better, with maximised value for local businesses
- A coordinated festive event and campaign to attract extra footfall during the key Christmas retail period
- Creating a buzz and sense of excitement with relevant and exciting seasonal attractions. These could range from all-encompassing street festivals to fringe festivals across venues and in public places
- Better coordination to allow businesses to take advantage of opportunities raised by major events such as those taking place on the commons and at London's sporting venues, for which the rail station is an interchange. Enabling businesses to take better advantage of increased footfall on event days



**YOUR VOTE
COUNTS** X

What will the new organisation deliver?



Safe and welcoming:

- The new organisation will ring fence funding from the levy to deliver improved street cleaning in high footfall areas around Clapham Junction station, ensuring a welcoming gateway to our business community
- Working with police and other stakeholders to tackle issues including shop lifting and anti-social behaviour, encouraging a safer environment for both day and night time visitors and employees
- Establishment of a forum for Night Time Economy venues to share and tackle joint issues
- Better communication for businesses around upcoming developments, management of impacts on the town centre
- Street art and planting to brighten up dull areas and celebrate distinct features of our area and its heritage

The BID will provide businesses with an opportunity to reduce costs through a shared purchasing scheme. Better deals on services such as waste and recycling and pest control will mean that many businesses could make significant savings that offset their levy bill. Fewer contractors can also reduce the numbers of large vehicles servicing the area.

What will the new organisation deliver?

Marketing and Promotion

- A new, mobile optimised website will be developed for the town centre. This will work alongside a managed social media strategy to promote local businesses, events and the area as a whole
- Training and support for businesses to increase their own online presence, enabling them to engage with a growing digital audience
- Development of destination branding to promote the area, attract in more customers and encourage people to explore the area and its businesses
- Benefits for local employees such as exclusive deals that encourage them to use local shops and restaurants
- The new organisation will act as a link between businesses, local initiatives and community groups enhancing businesses' ability to engage with local residents
- Digital and physical signposting of the area's various 'districts' and businesses, maximising opportunity created by the busy station interchange



CASE STUDY: Business Crime Reduction in Brixton

Brixton's BID was established in 2014 and has successfully represented the interests of businesses in Brixton town centre.

The BID has facilitated a Crime Reduction Forum that can boast successes such as the reduction of shoplifting by 33%.

This forum has also delivered projects focussing on the night time economy such as a radio scheme; a campaign to tackle street urination and regular briefings and intelligence sharing between policy and security staff.

The forum has partnered with agencies such as TFL and the Night Time Industries Association to advocate for the licensed venues that contribute greatly to Brixton's culture and economy and works closely with the council to encourage fairness and best practice in licensing matters.



How is the BID funded?

Junction Ahead will be a business-led organisation in place for a five year term if successful at ballot

- A BID is funded through a small levy based on the current rateable value of each eligible business premises
- A levy rate of 1.5% of the premises' rateable value is proposed for Clapham Junction. For example, if the rateable value of your business premises is £20,000, then your contribution would be £300 a year, or just 82p per day
- For businesses based inside the Shop Stop shopping centre, a reduced levy rate of 0.75% will apply for inward facing tenants and 1.25% for outward facing tenants
- Registered charities who are not retailers will also receive an 80% discount
- Once a ballot is successful, the BID levy becomes mandatory for all business premises within the boundary with a rateable value of £17,000 and above
- The organisation will also seek to raise external funding from central government and other sources
- You can find out your rateable value by visiting:
www.tax.service.gov.uk/business-rates-find

RV bands and levy

RV £ 20,000	£300 pa	£5.77 p.w
RV £ 50,000	£750 pa	£14.42 p.w
RV £100,000	£1,500 pa	£28.85 p.w
RV £200,000	£3,000 pa	£57.69 p.w



Who controls the funds and how are they spent?

The local business community elects a voluntary Board of Directors to the BID; these Directors either own or represent local businesses.

All eligible levy payers can stand for election to the BID board.

The BID Board of Directors agrees on how the levy will be spent on improving the trading environment within the BID area. Projects are based on the themes outlined in the five-year business plan, with enough flexibility to respond annually to changing demands.

The BID will also work to attract additional funding for the area, from public sector grants and other sources.

Outline five-year business plan

A BID will mean an investment of nearly **£2 million** between 2019 and 2024

Total BID levy income over five years: £1,852,500

Explanatory notes:

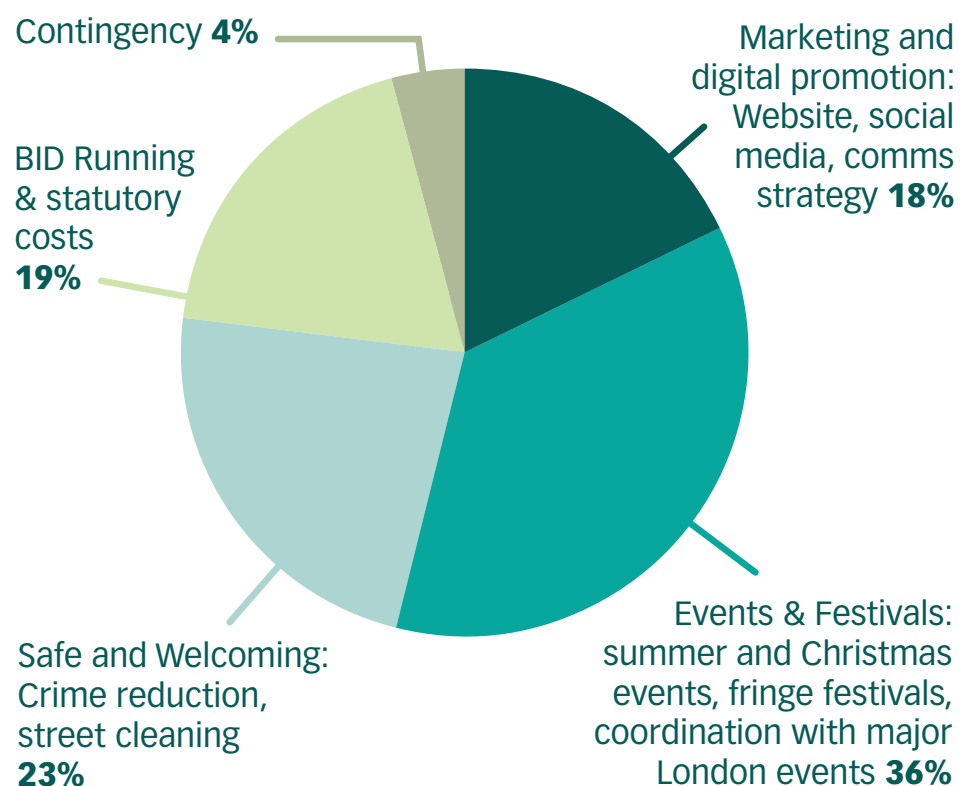
Total BID levy assumes a 95% collection rate

A contingency/responsive spend fund of 4% of the BID Levy has been included

Figures are real, with no inflation applied

The core costs shown here include:
staff time that is not dedicated to project delivery, financial management support, office costs and consumables, corporate communications budget, levy collection costs, insurance and a recruitment/HR budget

Project costs include an allocation for staff resource to ensure the money is used effectively



FAQ's

Why is there a postal vote in November 2018?

A BID can only be set up through a ballot of local businesses who will pay the levy. In order for the BID to come into existence, a simple majority of those voting must be in favour. Their votes must also represent a majority of the aggregate rateable value of the properties that vote.

How will the ballot run?

The conduct of the ballot is looked after by London Borough of Wandsworth to ensure a free and fair ballot. If you wish to make sure that your ballot paper is going to the right place, you can get in touch with the team: info@clapham-junction.com

How is the levy collected?

The BID levy will be collected by London Borough of Wandsworth in a similar manner to business rates. It will be a separate bill and the amount will be ring-fenced and passed to the BID company to deliver these proposals. The levy may be adjusted on an annual basis in line with inflation, at a rate to be agreed by the Clapham Junction BID board.

How will I know what my money has achieved?

The organisation will be clear and transparent about how it is spending the money. There will be regularly updated information about income and expenditure available to all members of the BID and clear metrics will be established to measure its success. All eligible businesses will be invited to the AGM.

Why do my business rates not cover this?

A BID in Clapham Junction will be led by businesses, funded by businesses and managed by businesses with complete control over how the money is spent. It provides services that are in addition to those offered by the local authority and other statutory agencies. The BID will sign a baseline agreement with London Borough of Wandsworth that establishes what the local authority already delivers and will monitor this agreement. A draft of the agreement can be viewed on our website.

How can I be represented?

The organisation will be a new non-profit company limited by guarantee. The first AGM will take place within 18 months of the BID starting work in April 2019. All businesses that are eligible to vote and pay the levy may become members of the company. Any member can stand for election to the board.

Can I get involved even if I do not automatically qualify to pay the BID levy?

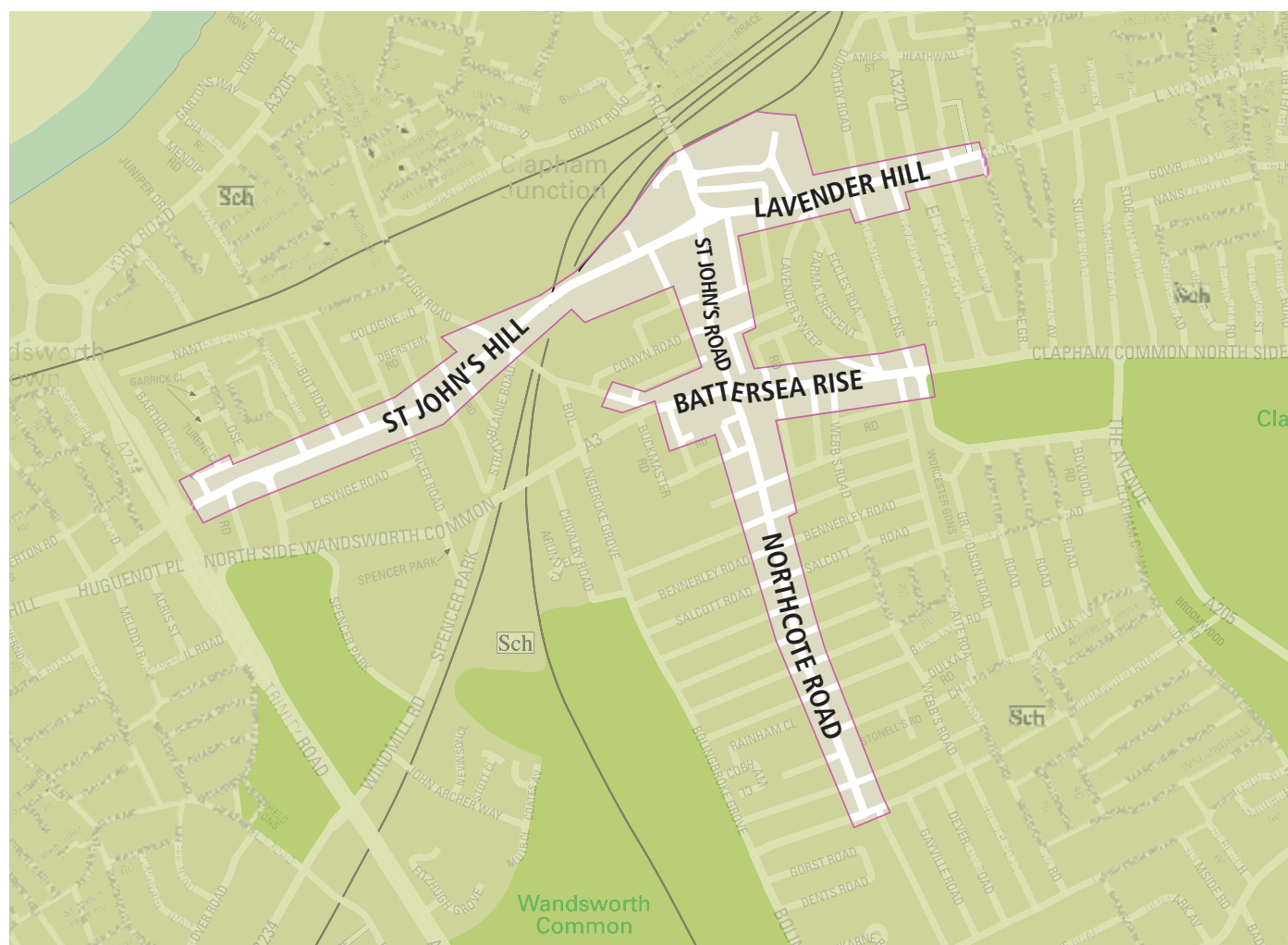
Businesses whose rateable value is less than £17,000, or who are just outside the BID area, will still be able to get involved by choosing voluntary membership and paying a contribution to receive the same benefits as levy payers. These voluntary members will have the right to stand for election to the board.

How were the BID proposals developed?

Over the last year, the business forum has worked to engage with businesses across the town centre to develop these proposals. Over 100 organisations have been consulted face to face, with an open 'visioning' event also being held. A dedicated steering group has used feedback to develop the proposals, continuing face to face discussions with businesses during the process.



Clapham Junction BID boundary



Your opportunity to vote

In October 2018, businesses in Clapham Junction and the surrounding area will have an opportunity to vote YES for a new organisation to be established to work on their behalf.

The deadline for the postal vote is 5pm on Thursday 8 November

Contact us to arrange a meeting with the team or ask questions about the proposals: info@clapham-junction.com

More information can be found on the website: www.clapham-junction.com

Timeline of key dates



24 September 2018

Deadline for voters to nominate where the ballot paper will be sent



27 September 2018

Voters will be sent the official notice of ballot



11 October 2018

Ballot papers will be posted. Voting is by post



8 November 2018

5pm deadline for returning ballot paper



9 November 2018

Result of ballot to be announced



January to April 2019

the new organisation will be established



April 2019

Levy billing commences, the new organisation begins its five-year term delivering projects on behalf of the business community

YOUR VOTE COUNTS



Junction Ahead

BATTERSEA'S BUSINESS IMPROVEMENT DISTRICT

email: info@clapham-junction.com

visit: clapham-junction.com

