



# BEDDINGTON for BUSINESS

April 2015

Beddington Industrial Area News

## Hello and welcome to Beddington Industrial Area News

This is an exciting time for Beddington Industrial area with the development of the Beddington Business Improvement District (BID) going very well, thanks to the fantastic level of support from businesses. The BID ballot will be held in September 2015 so please get involved now and have your say on what you want the five year Beddington Industrial Area Business Plan to address. **Back the Beddington BID!**



## BID Chairman elected

### A message from the Chairman

**Together we can shape Beddington Industrial Area.**

**It was over a year ago when I was first approached about the Beddington Business improvement District (BID), and I recall wondering if this would be another one-off attempt by some local businesses with good intentions that would come to nothing!**

But we all know that Beddington Industrial Area needs investment in security, signage, superfast broadband, deep cleaning the roads and pathways, landscaping and a clear identity for the area. We also know that money to do these things is not available from local or central government so as businesses, we have to 'step up to the plate' if we want them to happen.

I was also aware there was a growing feeling in Beddington Industrial Area that the time had come to stamp our own authority on improving our industrial area so I began to look into the achievements of other local BIDs at Kimpton Industrial Area and Sutton town centre, as well as BIDs in neighbouring boroughs.

In March, a few meetings into the BID Steering Group being formed, I was honoured to be elected as Chairman of the Beddington BID and every monthly meeting sees us stride powerfully on to our united goal of achieving a BID status for Beddington, which would be the third BID in the London Borough of Sutton.

I know that for many of you the concept of a BID will be a new one so by way of summary I would simply tell you that assuming we vote 'yes' in September 2015 and work together, a total of over £1.25 million of ring-fenced funds will be raised over the next five years and ploughed back into Beddington Industrial Area to make it an even better place for us all. Here is a real opportunity, backed by the Mayor of London and Sutton Council for us all to work together as one; I have no doubt whatsoever this will allow us to improve and regenerate Beddington Industrial Area.

The BID represents all the industrial area businesses and we all have the central aim of supporting and improving the business environment.

**Vote YES and help shape the future of Beddington.**

## PAGE 1

### BID Chairman elected

Peter Whitehead, Managing Director of PF Whitehead has been elected as Chairman. This family business has been established in Beddington for over 20 years.

## PAGE 2

### BID Steering Group

20 local businesses have agreed to be part of the Steering Group and develop the Beddington BID. See the businesses that are driving the BID forward.

## PAGE 3

### Survey Analysis

The BID Surveys have been completed and businesses' priorities identified. It's not too late to have your say!



[www.beddingtonforbusiness.co.uk](http://www.beddingtonforbusiness.co.uk)

# BID Steering Group

The Steering Group are the group of local businesses and stakeholders working on the development of the Beddington Business Plan and are pivotal in getting the BID up and running and voted through in September 2015.

Thank you to the 20 businesses that have agreed to be on the BID Steering Group, ensuring that the BID is 100% business-led and that the Business Plan reflects the improvements you all want as well as ensuring the BID provides real added value to businesses.

These businesses voluntarily give up their time each month to develop the Beddington BID and help shape the opportunities a BID will bring.

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## Business Survey

To know what businesses want the Beddington BID to focus on, all 190 businesses were invited to complete a short survey.

Over 100 businesses completed the survey and this has determined the projects that will go into the Beddington BID Business Plan.

But it is not too late to have your say! Please spend a few minutes of your time and complete the online survey at: [www.beddingtonforbusiness.co.uk](http://www.beddingtonforbusiness.co.uk)

Or contact Michelle Baker, Beddington BID Development Manager either by email or telephone if you wish to meet and discuss further at [Michelle@beddingtonforbusiness.co.uk](mailto:Michelle@beddingtonforbusiness.co.uk) or phone **07527 016 338**.

The charts overleaf show the projects that were most supported by businesses that will be addressed by the BID.

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## BID Projects

Michelle Baker, Beddington BID Development Manager, will be researching and costing each potential BID project.

The projects businesses have prioritised are shown on the graphs on pages 3 and 4.

BIDs can only provide additional levels of service over and above those already provided for by the local authority / police so we are in discussions with these agencies to ascertain the current levels of service and see how the BID can improve on these further.

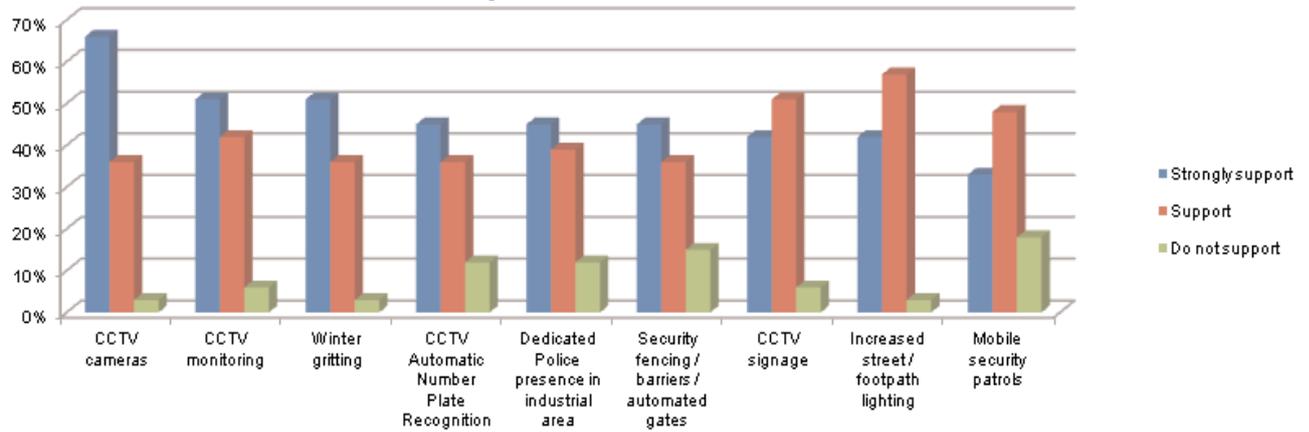
Our next steps include...

- Meeting with Superfast Broadband providers to carry out site visits with a view to the whole industrial area receiving superfast business broadband
- Sutton Council have commissioned a signage strategy for Beddington Industrial Area which will identify a way forward for the BID.

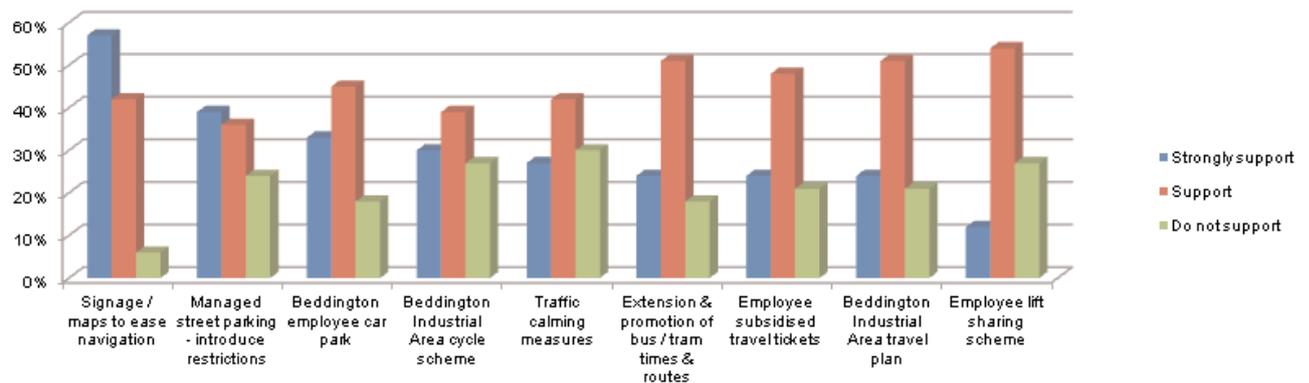
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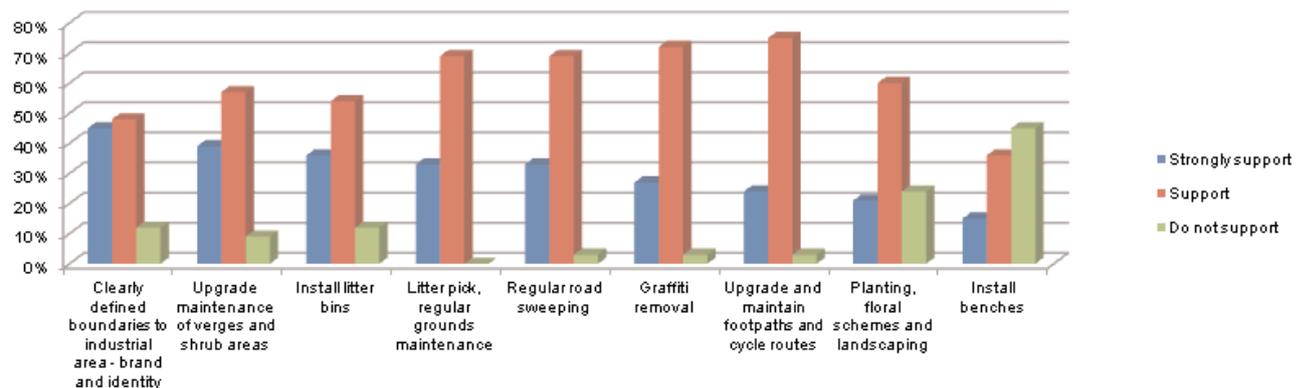
## Crime Prevention & Safety



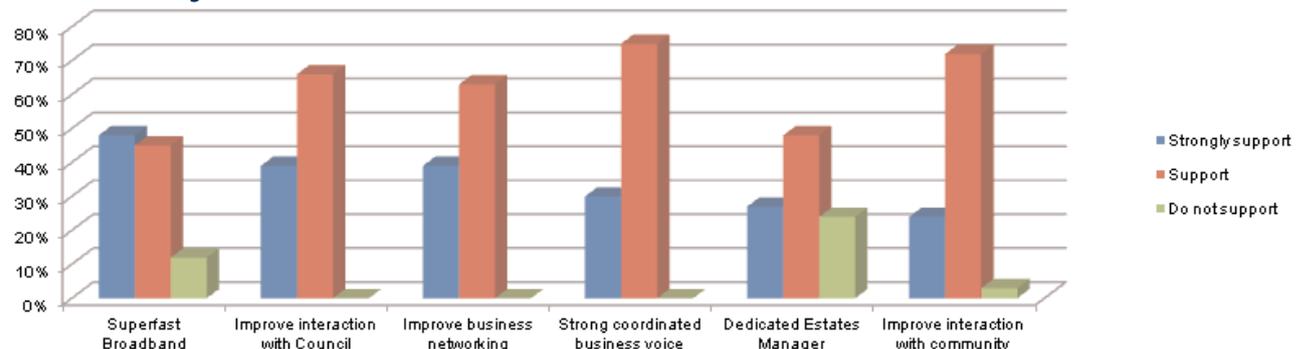
## Improving Access



## Enhance the Image



## Other Projects



# What are BIDs?

- BID stands for Business Improvement District.
- There are 200 established BIDs across the UK.
- A BID is an arrangement whereby businesses get together, decide what improvements they want to make in their industrial area / town / city, how they will manage these and what it will cost them.
- BIDs have a maximum term of five years, which gives them a good length of time for businesses to feel the benefit of the services and projects delivered by the BID.
- BIDs deliver services and projects that are always additional to those provided by the public agencies including the local authority and the police.
- Businesses decide the projects that their BID undertake.
- BIDs are run by not for profit companies and are controlled by businesses.
- Following consultation a BID can be formed following a ballot in which businesses vote on a BID Business Plan for the area.



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## Benefits of a BID

- Businesses decide, direct and control what improvements they want in their area.
- Businesses are represented and have a voice in issues affecting their area.
- BID levy is ring fenced for use only in the BID area.
- Business costs reduced through projects like joint procurement.
- Raising the profile of the BID area through branding, marketing, promotion.
- Every pound raised is reinvested back into the BID area.



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## A BID in Beddington at a glance

- There are 190 businesses in Beddington Industrial Area.
- If all businesses paid 1% of their businesses rateable value as BID levy this would generate £1.2 million over the five year BID term 2015 - 2020.
- The smallest business would be contributing £12.50 per annum.
- The larger businesses would be contributing £5,000 per annum.
- Half of all businesses would be paying on average £190 per annum.
- That is £3.65 a week for over 100 businesses.
- BID levy is ring-fenced and 100% is reinvested back into the area in accordance with the projects that businesses choose.
- BIDs are business led and business managed.

