



YOUR BROMLEY

BUSINESS IMPROVEMENT DISTRICT



BROMLEY TOWN CENTRE

Get the most from your contribution

March 2018



yourbromley.com



YOUR BROMLEY IS MAKING THE TOWN CENTRE

safer, smarter, more prominent,
and better for business

An exciting year lies ahead for our town centre, with the opening of the St Mark's development scheduled in June, bringing a vibrant public square lined with nine restaurants, a new hotel and a nine screen cinema right to the heart of Bromley south. As a result of increasing confidence in our town centre, investment and businesses are steadily coming in to Bromley and 2018/19 is looking like it will bring many opportunities to our town centre. We are proud that our events and services are bringing businesses together in being part of the positive change, and to be speaking up for businesses.



Andy Bawn,
Your Bromley Chairperson

INVESTING YOUR MONEY where you can see results

By working together and pooling resources, Your Bromley is able to invest just over £3 million directly into improving Bromley town centre over its five year term, the third year of which starts in April 2018. Talking to businesses and analysing your responses to our annual survey in November 2017 has helped us identify the actions that would mean most to our members.

HOW DOES YOUR BROMLEY WORK?



Your Bromley is a not for profit company, funded and led by local businesses in Bromley town centre. Like other Business Improvement Districts (BIDs), its principal income source comes from a levy on eligible businesses in Bromley. This revenue is ring-fenced for the area in which it is collected, to be spent on projects for the benefit of businesses that pay the levy. All services provided by the BID are additional to those provided by the Council and other statutory providers, such as the police.

Following the success of the November 2015 ballot, Bromley Council, on behalf of Your Bromley, issues invoices for the payment of the BID levy. If you have any queries regarding payment of the levy, call the Bromley Council rates helpline on 0300 303 8659. Your Bromley will run for another three years before the next ballot – this will be in November 2020.

FINANCES

Income	2017/18 Forecast	2018/19 Budget
Levy	£576,409	£608,244
Other Income	£59,464	£29,600
TOTAL	£635,873	£637,844
EXPENDITURE		
Operating costs	£103,528	£117,438
Made Safer	£104,732	£147,432
Made Smarter	£120,018	£102,000
Made more Prominent	£274,528	£207,910
Made for Business	£27,721	£52,700
TOTAL	£630,527	£627,480

Accounts are not yet closed and are to be audited.

*The 2018-19 figures are based on provisional budgets and may be subject to change. Any surplus or contingency will be carried to meet the requirements of programme delivery for the rest of the BID term

MADE SAFER

We are helping to increase feelings of safety and to reduce shoplifting and antisocial behaviour throughout the town centre. Your Bromley works with the police and the Council to make sure we enhance (but don't replace) the services they already provide.



HIGHLIGHTS

- Funded an additional police team in the run up to Christmas
- Piloted a Night Ambassador service at weekends
- Undertook face-to-face research to inform decisions about safety priorities (and demographics of patrons) of visitors in the evening/night-time
- Our bowler-hatted Ambassadors



MADE SMARTER

Improvements to the street environment are important to how a town centre is perceived. Your Bromley has begun a programme of street improvements to enhance the town centre experience and encourage visitors to stay longer. Our Ambassador reports of environmental defects, our recycling and our fortnightly jet-washing/chewing gum removal services are part of how we do this.



HIGHLIGHTS

- Delivered the town Christmas lights and tree, and organised the poppy display for Remembrance Sunday
- Commissioned an audit of wayfinding and parking availability and forwarded the recommendations for action to those responsible for the signs and car parks
- Organised a 'Decorate and Plant a Wheelbarrow' competition between 26 Bromley schools, with the wheelbarrows on display in Market Square for two weeks.
- Funded 41 branded double hanging baskets throughout the town centre



MADE PROMINENT

Bromley's businesses need more customers and more spend. Your Bromley has developed a programme of events to encourage visitors in and to spend more time in the town centre and businesses. This includes large scale events such as the Christmas lights switch on event which has quickly become established in the town's calendar, and themed trails to encourage families to explore the whole town centre.



HIGHLIGHTS

- Promoted the town centre 'Make a Day and Night of it' in train stations and on sides of buses
- Showed seven Midsummer Movies over three days in Queens Gardens
- Outdoor screening of the second week of Wimbledon championships
- A series of Halloween themed events in the town centre



MADE FOR BUSINESS



Keeping businesses up to date with events and activities, as well as sharing business data helps businesses to get the most for their contribution. We do this through regular communications to businesses, and quarterly networking events. Our town centre wide footfall data is available to help businesses make informed decisions.



HIGHLIGHTS

- Produced and distributed two editions of business directories
- Conducted our first annual survey of levy payers
- Networking events with guest speakers
- Collected footfall measures and offered reports to businesses on request





WHO WE ARE

Andy Bawn
Chairperson
JD Wetherspoon



Kate Miller
The Glades



Melanie Ross
Barclays Bank



Graeme Weir
Thackray Williams



John Westbrook
Raft Furniture



Thomas Zane-Black
Events and Marketing Co-ordinator
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Frances Forrest
BID Manager
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David and Stephanie
Bowler Hatted Ambassadors
ambassadors@yourbromley.com



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Find out how to get involved on our website:

YOURBROMLEY.COM

GET INVOLVED

HERE ARE SOME OF THE WAYS YOU CAN BECOME MORE INVOLVED IN YOUR BROMLEY AND GET THE MOST FROM YOUR CONTRIBUTION:

- Register your interest in joining our Advisory Group when there is next a vacancy
- Visit our website and let us have details of any job vacancies, special offers or promotions
- Encourage your employees to sign up via our website to receive our monthly updates of local news, events and special offers
- Join our Crime Reduction Partnership with access to our intel sharing website and exclusion scheme
- Come along to one of our quarterly networking events
- Request a visit to find out more about BID activities and services

WE LOOK FORWARD TO HEARING FROM YOU.

