BROMLEY TOWN CENTRE

2018/19 A YEAR IN REVIEW

DELIVERED FOR YOU BY YOUR BROMLEY BUSINESS IMPROVEMENT DISTRICT
Your Bromley has now completed three years of its five year term and I am pleased to tell you we have achieved all but one of the 20 commitments we made when you voted yes to a BID three years ago. We will update you on our progress and what new events and activities are planned in our monthly eShots.

This leaflet summarises the highlights of our events and services 2018/19. 2019/20 promises to be a good year for Bromley town centre with a brand new cinema and new restaurants now open at St Mark’s Square and a new Picture House cinema to open soon in Bromley North Village. New businesses are readily occupying both retail and office space in Bromley town centre which is one of the top 50 town centres in the country.

Your Bromley’s events and services are bringing businesses together in being part of the positive change. We’re proud of our role in speaking up for you. Do get in touch with the office on enquiries@yourbromley.com if you’d like to get more involved or would like more information.

Your Bromley is a not for profit company, funded and led by local businesses in Bromley Town Centre.

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. Bromley Council, on behalf of Your Bromley, issue 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 till another ballot is needed – the next one will be in November 2020.

**The Finances**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>2018/19 FORECAST</th>
<th>2019/20 BUDGET</th>
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<tbody>
<tr>
<td>Levy</td>
<td>£585,612</td>
<td>£610,000</td>
</tr>
<tr>
<td>Other Income</td>
<td>£7,750</td>
<td>£29,900</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>£593,362</td>
<td>£639,000</td>
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<table>
<thead>
<tr>
<th>EXPENDITURE</th>
<th></th>
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<tbody>
<tr>
<td>Operating costs</td>
<td>£111,346</td>
<td>£126,460</td>
</tr>
<tr>
<td>Made Safer</td>
<td>£162,878</td>
<td>£160,790</td>
</tr>
<tr>
<td>Made Smarter</td>
<td>£118,348</td>
<td>£127,857</td>
</tr>
<tr>
<td>Made more Prominent</td>
<td>£198,674</td>
<td>£216,668</td>
</tr>
<tr>
<td>Made for Business</td>
<td>£41,791</td>
<td>£56,450</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>£633,037</td>
<td>£688,225</td>
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</table>

Accounts are not yet closed and are to be audited.

*The 2019/20 figures are based on provisional budgets and may be subject to change. Any surplus or contingency will be carried forward to meet the requirements of programmes delivery for the rest of the BID’s term.*
INVESTING YOUR MONEY WHERE YOU CAN SEE RESULTS

By working together and pooling some of our resources, Your Bromley is able to invest just over £3 million directly into improving Bromley town centre over its five year term, the fourth year of which starts in April 2019. Talking to businesses, and analysing your responses to our annual survey in November 2018 has helped us identify the actions that would mean most to town centre businesses.

OUR FOUR PRIORITIES

BROMLEY
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 OF 2018/19

- Funded Operation Gemini (additional Police team) in school holidays / peak periods and in the run up to Christmas
- Campaigned to discourage people giving direct to street beggars
- Introduced a Night Ambassador service at weekends
- Held twelve security meetings for businesses

BROMLEY
MADE SMARTER

The street environment makes affects how a town centre is seen. Your Bromley’s programme of chewing gum removal and jet washing and provision of branded hanging baskets enhance the town centre experience and encourage visitors to stay longer. Our Ambassadors report environmental defects to those responsible for fixing them.

HIGHLIGHTS OF 2018/19

- Delivered the town Christmas lights and tree, also the poppy display for Remembrance Day
- Increased to 120 the number of branded hanging baskets
- Delivered a ‘Decorate and Plant a Wheelbarrow’ schools competition with 39 wheelbarrows on display in the town centre
- Launched a parking app

Loose change 4 REAL CHANGE

DONATE TO The Bromley Homeless Shelter

NOT ALL BEGGARS ARE HOMELESS, MOST HOMELESS PEOPLE ARE NOT BEGGARS.

BROMLEYSHELTER.ORG.UK

SUPPORTED BY

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BROMLEY
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 parade which have quickly become established in the town’s calendar, competitions and themed trails through the town centre to encourage families to explore the whole town centre.

HIGHLIGHTS OF 2018/19
- Showed seven Mid Summer Movies over three days in Queens Gardens
- Delivered Taste of Bromley to celebrate Bromley’s food and drink offer
- Animated the town centre at weekends in December
- Brought two trails (Easter & Halloween) to celebrate retail calendar days

BROMLEY
MADE FOR BUSINESS
Keeping businesses up to date with events and activities, as well as sharing business data affecting town, 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 OF 2018/19
- Appointed a part-time Business Engagement Co-ordinator to plan and develop closer engagement with the office sector
- Two office sector workshops held in November
- Summer lunchtime weekly yoga sessions and two fundraiser quizzes and bowling nights held for employees, primarily office sector
- Quarterly features promoting the town centre as a good place to do business
INTRODUCING THE BOARD AND THE BID TEAM

THE YOUR BROMLEY BOARD

Andy Bawn
Chairperson
JD Wetherspoon

Chris Glover
Churchill Theatre

Mark Haynes
The Glades

Kieran Perera
McDonalds

Melanie Ross
Barclays

Darren Springer
Mr Simms Bromley

Graeme Weir
Thackray Williams

THE YOUR BROMLEY TEAM

Frances Forrest
BID Manager
Frances@yourbromley.com

Thomas Zane-Black
Events and Marketing Co-ordinator
Thomas@yourbromley.com

Jane McQuitty
Business Engagement Co-ordinator
Jane@yourbromley.com

Ben and Stephanie
Ambassadors
Ambassadors@yourbromley.com

GET INVOLVED

HERE ARE SOME OF THE WAYS YOU CAN BECOME MORE INVOLVED IN YOUR BROMLEY

• Register your interest in joining quarterly meetings of our Advisory Group when there is next a vacancy
• Visit our website and update your space on it with any job vacancies, special offers, or promotions
• Sign up and encourage your employees to sign up via our website to receive our monthly updates of local news, events and special offers
• Join Bromley Businesses Against Crime (BBAC) with access to our intel sharing website, exclusion scheme, invitations to security meetings and updates about special shoplifting and other operations by Police.
• Come along to one of our networking or social events
• Request a visit to find out more about BID activities and services

WE LOOK FORWARD TO HEARING FROM YOU.

YOURBROMLEY.COM

CONTACT THE YOUR BROMLEY TEAM ON 020 8228 1148 OR ENQUIRES@YOURBROMLEY.COM