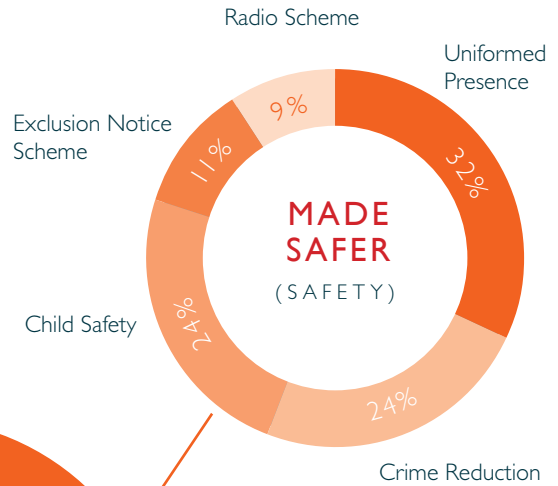
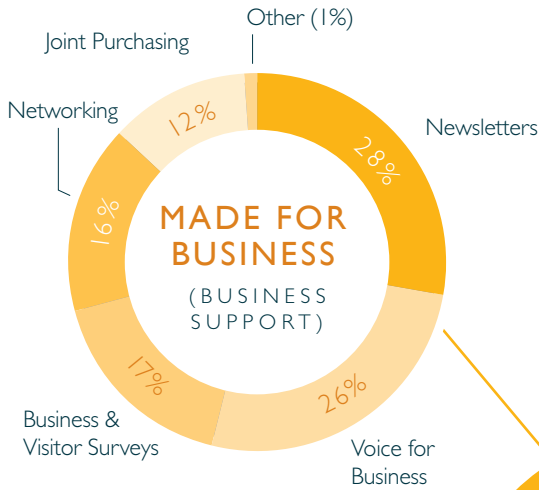


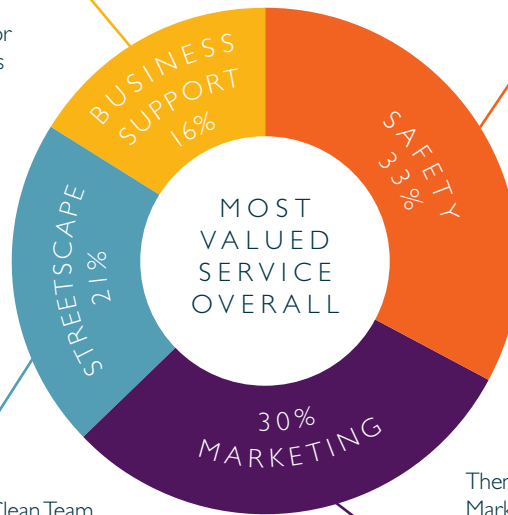


Your Bromley RESEARCH RESULTS

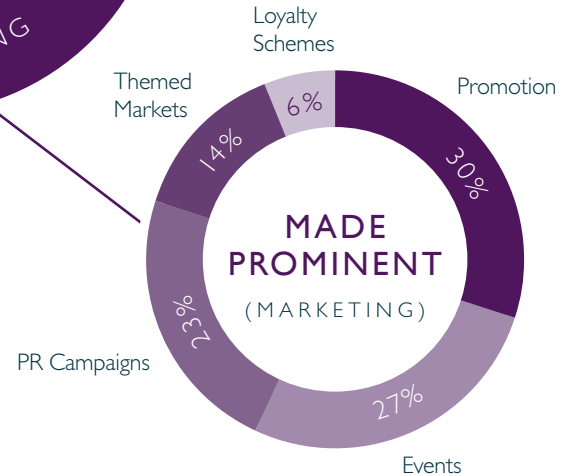
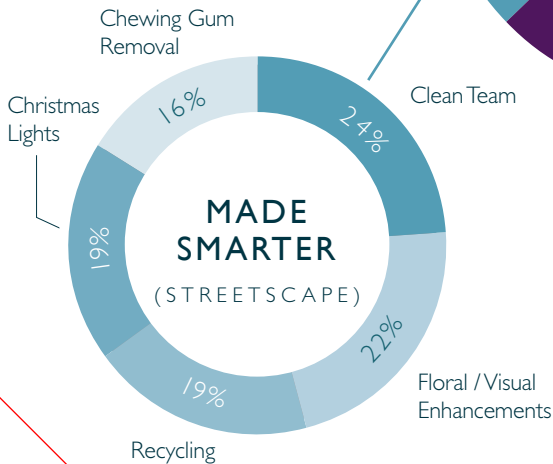




We asked you what mattered to you and your business and you said:



The information was collated via a consultation with over 50% of potential BID zone businesses. It has led to four key delivery streams.



Your Bromley BID BUDGET



INCOME (£)	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
BID Levy	553,484	570,089	587,191	604,807	622,951	2,938,522
Additional income	32,317	33,287	34,285	35,314	36,373	171,576
Total Income	585,801	603,376	621,476	640,121	659,324	3,110,098

EXPENDITURE (£)	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
Operating Costs	110,697	114,018	117,438	120,961	124,590	587,704
Made Safer	138,968	143,137	147,431	151,854	156,410	737,800
Made Smarter	91,458	94,201	97,027	99,938	102,936	485,560
Made Prominent	186,478	192,073	197,835	203,770	209,883	990,039
Made for Business	43,947	45,266	46,624	48,022	49,463	233,322
Total Expenditure	571,548	588,695	606,355	624,545	643,282	3,034,425

SURPLUS (£)	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
Annual Surplus	14,253	14,681	15,121	15,575	16,042	
Carried Forward Reserves	14,253	28,934	44,055	59,630	75,672	75,672

Your Bromley BID RULES

In developing the rules that will apply to the renewed BID, consideration has been given to 'The Industry Criteria and Guidance Notes for BIDs' published by British BIDs jointly for the British Retail Consortium, the Inter Banking Rating Forum, the British Council of Shopping Centres and the Federation of Small Businesses.

THE BALLOT

1. The Electoral Reform Society (ERS), on behalf of The London Borough of Bromley, will send those responsible for properties or hereditaments to be subject to the BID a ballot paper prior to Friday 9th October 2015.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of this BID proposal in a 28 day postal ballot which will commence on Friday 9th October 2015, and close at 5pm on Thursday 5th November 2015. Ballot papers received after 5pm on Thursday 5th November 2015 will not be counted. The result of the ballot is due to be announced on the following day.
3. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
4. If successful at ballot, the BID will commence delivery of services in April 2016 and will continue for a period of 5 years to March 2021.

THE LEVY

1. The levy rate to be paid by each property or hereditament is to be calculated as 1.25% of its rateable value as at the 'chargeable day' (notionally 1st April each year).
2. Only properties or hereditaments with a rateable value of £15,000 or more will be eligible for payment of the levy.
3. The number of properties or hereditaments liable for the levy is approximately 542.
4. Each year the levy rate will be increased by the fixed rate of inflation of 3% per annum.
5. The levy will be charged annually in advance for each chargeable period to be April to March each year, starting in 2016. No refunds will be made.
6. The maximum amount payable for any one hereditament each year is capped at £10,000, subject to the same inflation provisions.
7. The owners of untenanted properties or hereditaments will be liable for payment of the levy. This includes listed buildings.
8. Occupiers within covered shopping or leisure centres (in this case intu and The Mall) that are subject to a service charge will pay 75% of the levy that would otherwise apply. The reduction in levy for occupiers within intu is to be paid voluntarily by their landlord.
9. Charitable organisations that are subject to relief on their business rates liability will pay 75% of the levy that would otherwise apply (excluding those eligible for discount as per clause 8).

10. London Borough of Bromley will be responsible for collection of the levy. The collection charge will be £14,995 based on circa 550 bills raised; this equates to 2.55% of anticipated billed levy and £27.66 per hereditament.

FINANCES

1. A cautious approach has been adopted to budgeting for the BID term, based upon national averages.
2. A levy collection rate of 97% has been assumed and this is in line with national trends.
3. The average annual levy available to be spent by the BID for the term is £587,704.
4. A contingency provision on expenditure, together with the availability of reserves, provides for an anticipated surplus of £75,672 by the end of the renewed term. This equates to 2.55% of expenditure.
5. Agreement has been reached with intu that they will voluntarily contribute the discounted amount available to their tenants, being £171,575 over the term. The additional income provision within the budget totals 6% of the estimate levy to be collected and is committed income only. This will increase as the BID term progresses and additional income streams are secured.
6. Operating costs of the BID are estimated as 19% of total expenditure.



Your Bromley GOVERNANCE

ACCOUNTABILITY AND TRANSPARENCY

- 1 The Company to operate the BID (Bromley BID Ltd) has already been established as part of the development stages. This is a not-for-profit Company and its Directors (the Board) are from the private sector.
- 2 In addition, a working group, primarily made up of potential levy payers and council representatives, has been formed to assist on all aspects of the development of the BID. It is envisaged that this working group will become the BID Advisory Group to assist in the effective delivery of all proposed services.
- 3 The Board shall continue to appoint a Chair annually and the Chair will also act as Chair of the Advisory Group.
- 4 The Board will have responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards and compliance. The Board will report activities and decisions to the Advisory Group prior to each of its meetings.
- 5 The Advisory Group will advise on operational and service delivery issues, oversee performance measurement, and more generally act as the primary consultative and advisory body on BID services. It will meet quarterly. It will be made up of representatives of levy paying businesses and will be elected periodically. Additional members may be co-opted in a non-voting capacity, as required. The nominated representatives of The London Borough of Bromley will not be subject to re-election processes.
- 6 Provided that the BID is meeting its overall objectives and subject to full consultation with the Advisory Group, it shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the headline levy rate would require a formal alteration ballot.
- 7 The BID will file annual accounts compiled by independent accountants with Companies House. The accounts will be available to all levy payers. An annual report on activities, including finances, will be published. An annual meeting for levy payers will be held.
- 8 An Operating Agreement, which includes the Council's baseline service commitments, has been agreed with Bromley Borough Council. A copy can be found at www.bromleybid.com.
- 9 Notification of the intention to hold a ballot was sent to the Secretary of State on 12th May 2015.

Your Bromley WORKING GROUP



Kate Miller
(Chair)
intu



Marc Myers
(Advisory Non-Voting Director)
intu



Graeme Weir
(Director)
Thackray Williams



Melanie Ross
(Director)
Barclays

Tonina Hoang
McDonalds

John Westbrook
Raft Furniture

Andy Maconachie
Waitrose

Darren Lynch
Debenhams

Martin Pinnell
**London Borough
of Bromley**

Lorraine McQuillan
**London Borough
of Bromley**

Graham Dullop
**Cruise Club
International**

Colin Maclean
**Community Links
Bromley**

Sally Callaghan
Churchill Theatre

Rolando Faley
Direct Line Group

Andy Bawn
The Greyhound

Owain Meale
**The Pavilion
Leisure Centre**

Bob Gregory
**Reid's Music Store
Bromley**

Open here for the
BID zone map



• 2016-2021 •

ENZOZ BID Your Bromley



Your Bromley

KEY REASONS TO VOTE FOR THE BID

Your Bromley MADE SAFER

- Street Ambassadors
- Knowledge Sharing
- Child Safety
- Crime Reduction Initiatives

Your Bromley MADE FOR BUSINESS

- Inward Investment
- Networking
- Job Portal
- Business Communication

Your Bromley MADE SMARTER

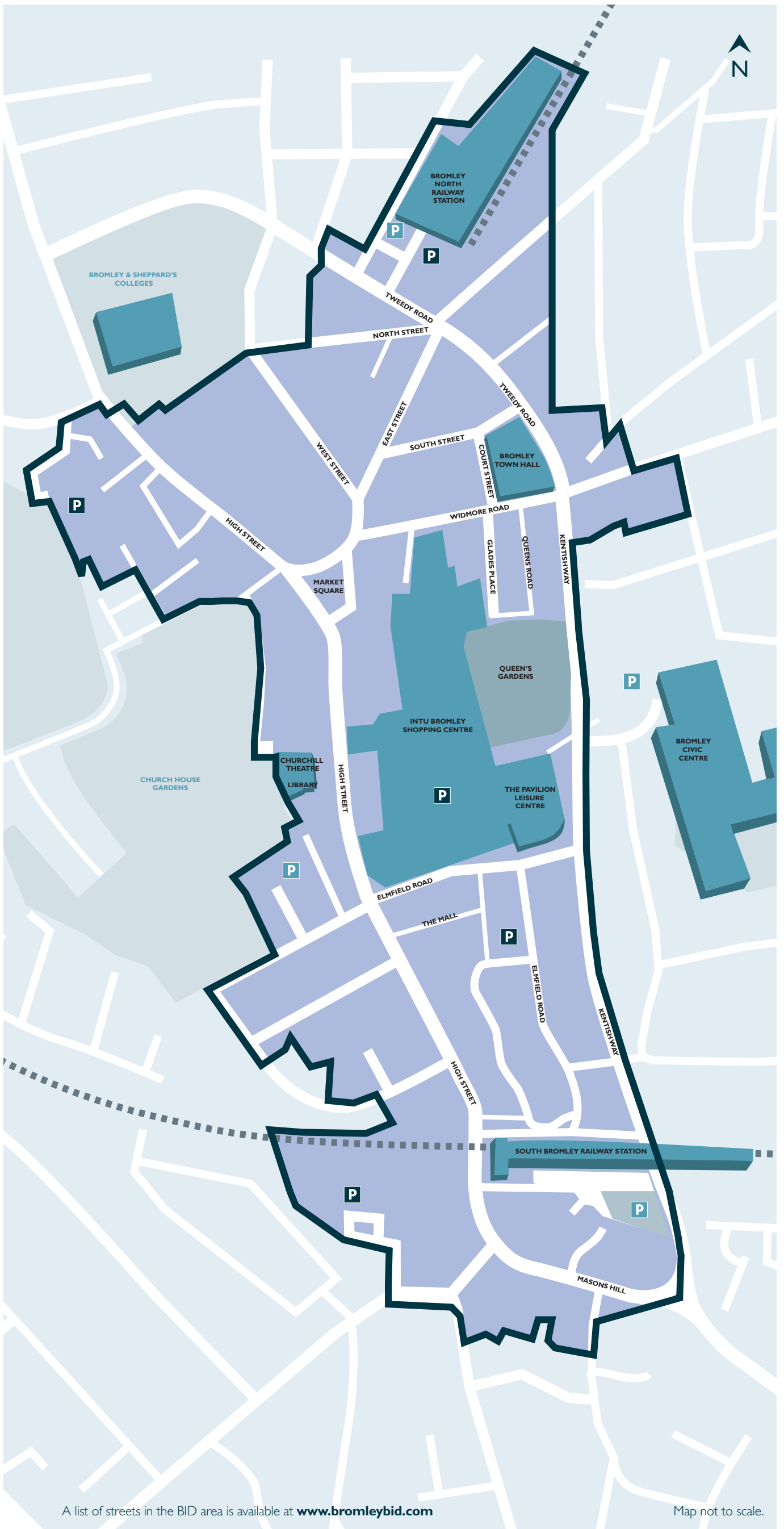
- Christmas Lights
- Wayfinding
- Planting
- Enhanced Cleansing
- Street Art Projects

Your Bromley MADE PROMINENT

- Events
- Evening Economy Link
- Bromley Guides
- Select and Collect
- Social Media and Website Promotion
- Promotion of Bromley Town Centre

Your Bromley MADE BETTER

Your Bromley BID AREA



5

Your Bromley MADE SAFER (SAFETY)

Your Bromley businesses told us that a feeling of safety was vital to improving the visitor experience and trading environment.

Your Bromley made safer will tackle community safety and work with others to improve perceptions of crime and anti-social behaviour, whilst embracing and enhancing Bromley's reputation as a family friendly visitor location.



“ It is vital to our business that when shoppers visit Bromley it is a family friendly and safe place to be. The projects proposed by Your Bromley help to cement this perception. This is why we will be voting yes for Your Bromley. ”

Mrs Laysler, What's New Pussycat

Your Bromley MADE SAFER

WHAT WILL WE DELIVER?

STREET AMBASSADORS

Ambassadors will be easily recognisable and a visible, reassuring on-street presence for visitors and businesses in the town centre. Ambassadors will carry security radios, ensuring that they are instantly contactable as they patrol the BID area, acting as the eyes and ears of the businesses.

KNOWLEDGE SHARING

Businesses will be able to attend meetings and forums that will enable them to share best practices as well as discuss current issues and trends in anti-social behaviour. The BID will then look to escalate and resolve these issues. Workshops and training sessions will also be provided on crime prevention and radio protocols to ensure staff have the tools required to combat crime.

CHILD SAFETY

To ensure that Bromley town centre is seen as a safe, family friendly destination the BID will execute a promotional strategy to reinforce this message as well as implement practical projects including a child safe scheme.

CRIME REDUCTION INITIATIVES

The BID will work closely with the Police and security radio provider to establish an exclusion order scheme for the town centre. The recently reinvigorated PubWatch group would also be included to ensure that day and night-time customers can confidently enjoy the town centre without fears over safety or anti-social behaviour. The Street Ambassador team would support the scheme by responding to businesses and using the security radio system.





Your Bromley MADE SMARTER

(STREETSCAPE)

Improvements to the urban environment are important to the perception of a town. Your Bromley made smarter will deliver a series of such improvements to the street scene to enhance the town centre experience and encourage visitors to stay longer and enable easy navigation around the whole Your Bromley area.



“ **With ever increasing competition from other boroughs Bromley needs to look its best. With the improved Christmas lights, more cleaning and inventive street art proposed by Your Bromley, we will be well positioned to tackle the competition. This is why I will be voting yes.** ”

Joe Goode, Bromley Bike Co.

Your Bromley MADE SMARTER

WHAT WILL WE DELIVER?

CHRISTMAS LIGHTS

An improved town centre wide festive lights scheme for visitors in this important trading period has been identified by businesses as crucial. The BID will provide a lighting scheme that will capture the imagination of businesses and customers and generate footfall into the town centre.

SIGNAGE

The BID will review existing signage and look to work with partners and lobby to implement an easy to follow, wayfinding scheme that navigates visitors to and through the town centre. Such a scheme will complement the Legible London signage and could involve branding specific areas of the town centre as destinations within their own right eg. Bromley North Village.

PLANTING

An enhanced floral scheme will lift and soften the town centre further and complement the existing limited provision of hanging baskets to the entire BID area. Tiered planters or flower towers will also provide a trail through the area which will encourage longer dwell times.

ENHANCED CLEANSING

A hot-spot cleaning provision will provide an enhanced service that will ensure problem areas are targeted quickly and efficiently. The BID will work with organisations to ensure recycling schemes are easily accessible to businesses.

STREET ART PROJECTS

A sense of activity and buzz will be created through street art projects that enhance the town centre user experience, create a talking point and attract visitors.

STREET AMBASSADORS

Your Bromley Street Ambassadors will ensure that any issues are reported and remedied immediately. Ambassadors will litter pick and provide quick fixes where possible.



Your Bromley MADE PROMINENT

(MARKETING)



Winning new customers, particularly those within natural catchment areas who choose to visit alternative shopping/leisure destinations will be achieved through improved marketing and promotion. It will also be targeted to office employees, encouraging them to use the town centre more.

During the research and consultation conducted by Your Bromley, marketing and events were the two most popular responses from retail, leisure and office sectors within this category. There is clearly an appetite for Your Bromley to deliver high quality, efficiently managed and well promoted events to the town centre which can drive footfall, provide businesses with the platforms to get involved and widen Bromley's appeal.

“ The online presence promised by Your Bromley has the potential to really encourage shoppers to visit Bromley, stay longer and spend more. That’s why I am voting yes. ”

Shahid Mohammed, Buddha Belly Restaurant

Your Bromley MADE PROMINENT

WHAT WILL WE DELIVER?

EVENTS

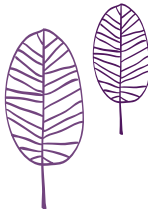
A calendar of signature events will be delivered in the town centre that engages all business sectors and the public, driving footfall and achieving positive recognition.

EVENING ECONOMY LINK

The BID will target the employees who do not currently use the town centre after work to sample what the town centre has to offer into the evening. The events programme will include themed markets, as well as incorporating evening activity to add that extra reason to stay longer.

BROMLEY GUIDES

This would be available both online and in print to showcase Bromley's diverse offer and help people find their way around the entire BID area.



SELECT & COLLECT

The BID will deliver a Select & Collect scheme which allows the user to browse and buy online, for collection in the town centre. This enhanced digital presence will connect the online and offline Bromley, embracing new shopping habits but also bringing people back into the town centre.

SOCIAL MEDIA/WEBSITE

A dedicated Your Bromley website and social media channels will be amongst the methods used to provide an awareness campaign to a wider catchment area and promote the calendar of events and street art.

PROMOTION OF BROMLEY TOWN CENTRE

Bromley town centre will be promoted as a destination to shop, work and visit through all of the events, website and Select & Collect projects.

STREET AMBASSADORS

Street Ambassadors will ensure the work of the BID is known by businesses and the public are aware of all activities and the ways in which they can get involved.

TRANSPORT AND PARKING AWARENESS CAMPAIGN

Your Bromley will work with all transport and parking providers to ensure that the public is aware of the cheapest and easiest ways to visit Bromley town centre.



Your Bromley MADE FOR BUSINESS

(BUSINESS SUPPORT)

Winning new businesses and improving the business scene is particularly important to employers within the office sector:

Research showed that business to business communication, knowledge sharing and networking are all important and the BID will provide this through networking events, structured means of communicating to businesses whether through meetings or online and opportunities to support one another through Jobs Portals or Community Champions. The Street Ambassador team have an important role to play in working closely with businesses and ensuring the BID is continually delivering what businesses want and showing a return on their investment. Businesses also want the BID to provide a voice in promoting their interests to ensure their views are heard on issues that affect them.

“ Your Bromley’s commitment to supporting the office community and increasing networking opportunities will provide real benefit to our business. That is why we will be voting yes for Your Bromley. ”

Graeme Weir, Thackray Williams



Your Bromley MADE FOR BUSINESS

WHAT WILL WE DELIVER?

INWARD INVESTMENT

The BID will work with partners to promote Bromley town centre to new businesses to maximise the growth of the town centre and, in turn, the appeal to customers and additional businesses.

NETWORKING

The BID will provide retail, office and leisure sectors the platforms to communicate effectively with one another. The businesses share common goals in enhancing their town centre and there are huge benefits in effective business to business communication.

JOB PORTAL

The BID will provide a supplementary platform for businesses to advertise vacancies to a captive audience online and through social media. This provides another opportunity for collaboration between local businesses.

BUSINESS COMMUNICATIONS

The BID will work to a communications strategy that ensures all of the activities and finances are transparent to businesses. Businesses will receive regular updates on activities, targets and how they can get involved.

STREET AMBASSADORS

The Ambassadors have a crucial role in ensuring that businesses are aware of the opportunities the BID creates for them and offer support.