



Make a difference...

**Vote
Yes** 

Orpington 1st Business Plan 2018 - 2023

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Foreword

The strength and commitment of Orpington's business community was demonstrated four years ago with support for the founding of the first BID in the Bromley borough.

The BID gives you, the levy payers, a voice to influence and shape our town's future as it undergoes significant changes.

During our first term we have developed a range of diverse and innovative projects to support business and improve trading conditions. We have marketed the town's offer to customers and highlighted its opportunities to investors. This plan gives you more detail by highlighting successes and identifying future proposals requested during the consultation process for a renewal.

To ensure Orpington - the London/Kent gateway realises its full potential we need your support to secure a second term and continue to work on your behalf - so please vote yes in the ballot.

Sharon Baldwin
Executive Director

Our role is to support BID levy payers and deliver projects identified in the BID proposal document, as well as facilitating business engagement.

Our objectives are being constantly reviewed and developed to take into account the fast moving retail environment and evolving business needs. The BID's structure and stability enables this to happen. We are constantly striving to support our members through a range of initiatives, be it saving money via our joint procurement programme, attracting customers to the high street with our events calendar or advocating with local, regional and national government on behalf of the business community. Vote 'yes' to continue to make Orpington Better for Business.

Chris Travers
BID Manager

Achieved Certificate in BID Management 2016



Sharon Baldwin
Executive Director
Orpington 1st



Chris Travers
BID Manager
Orpington 1st

Make a difference...



97%

of businesses say there has been a great or good improvement in the perception of Orpington.

Business Survey 2017



For Customers:

Improving Orpington's image and bringing more people into town through an exciting calendar of events and a broad promotional and marketing campaign.

Events bring a large boost in footfall on the day, showcase the town to a regional audience and demonstrate to residents that they are part of a vibrant town; a town centre where businesses understand their customers needs and are committed to improving the customer experience.

Make a difference...



Cycle Mania 2014

What you asked us to do:

- New website to promote local businesses
- Improved loyalty card scheme
- Enhance the town's markets offer
- Promote a programme of events



1st For Customers

The BID provides the opportunity for both our national brands and independents to maximise their reach to customers through the Orpington 1st website, social media channels and magazine.

Martin Price
Centre Manager at The Walnuts Shopping Centre



What we have done:

- ✔ Organised a wide-ranging programme of events from Christmas's Light Up Orpington to smaller seasonal activities
- ✔ Delivered a mobile-friendly website promoting Orpington and its businesses - **1.3 million hits** since 2013 with an average of over **22,000 unique visitors per month**. Free for businesses to use
- ✔ Grown a **subscriber base of 5.5k** who receive regular e-updates on news, offers and events in Orpington
- ✔ Gained over **7.75k social media followers**
- ✔ Produced and distributed **10,000 loyalty cards** to residents
- ✔ Delivered regular presentations to business, resident and community groups to promote the town's offer
- ✔ Developed The Orpington 1st Magazine - **circulation 15,000** and available to read online. The magazine contains a directory of all levy paying

businesses, shares important news affecting businesses and residents, and provides an opportunity for businesses to advertise at a subsidised rate

- ✔ Partnered other publications, such as 'Inside Kent' to ensure the town is being promoted to as wide an audience as possible



What we'll do next...

- Organise additional large-scale festivals covering food, fashion, home and the arts that promote the town centre's offer and encourage additional footfall
- Continue to develop a calendar of smaller scale events to activate the high street and entertain customers
- Continue investment in the Loyalty/Offers scheme via the website and improved POS
- Work in partnership with the Walnuts Shopping Centre to promote the new Orpington Market
- Implement the findings from the current feasibility report to attract an improved retail offer that ensures the high street reflects customer needs



Make a difference...

Vote Yes



1st For Look & Feel

Orpington's appearance as a pleasant and welcoming high street is crucial to its future success and we've worked hard to make it attractive and safe.

A vote for another BID term will allow us to continue to maintain the attractiveness and cleanliness of the town centre. It will also ensure continued support for our additional police team and allow us to expand our security initiatives to include management of the growing night-time economy.

Make a difference...



66%

of businesses say there has been a 'Great Improvement' to the physical appearance of Orpington over the last 4 years.

Business Survey 2017



Community Clean Up 2017

What you asked us to do:

- Tackle vacant shop units
- Work with businesses to improve shop fronts
- Tackle crime/nuisance behaviour by enhancing the radio safety scheme and CCTV-sharing platforms



Light Up Orpington 2016



The continued improvements in the Look & Feel of the town centre are vital in attracting and retaining customers to Orpington.

Marteen Agdemir
Owner of Hisar Meze Bar

What we have done:

- ✔ Successfully negotiated the **creation of a town centre police team** with whom we work closely and part-fund to keep them dedicated to the town centre
- ✔ Chair the borough-wide **Safer Neighbourhood Board**
- ✔ Funded and managed the installation of **Christmas lights across the high street**
- ✔ Funded and organised a programme of **summer planting** to help create a pleasant and welcoming environment
- ✔ Co-ordinated the **Shop Safe Radio Scheme**
- ✔ Dedicated pages in the Orpington 1st magazine to promote businesses who have undertaken refits and **shopfront improvements**
- ✔ Provided temporary, attractive **vinyl displays** in the windows of vacant units
- ✔ Partnered local businesses for **Community Clean-up days**
- ✔ Undertaken additional clean-ups and **fly-tipping removal** throughout the year



Light Up Orpington 2015

100%

of businesses surveyed said that Christmas lights were important to the town.

Business Survey 2017

1st For Look & Feel

What we'll do next...

- Launch 'Orpington Businesses Against Crime' using the online DISC system, to assist with information sharing including images of know offenders and suspects
- Establish a new Licensing Partnership to manage the growing night-time economy
- Continue to work with the local authority to ensure an improved maintenance programme for the public realm



Chief Superintendent Chris Hafford, Met Police Bromley Borough Commander

Working with Orpington BID has been hugely successful within Orpington Town Centre, as our close partnership has enabled us to tackle crime and anti-social behaviour at an operational level in the development of joint initiatives but also at a strategic level where long-term problem-solving is required. You can see and feel the difference within the Town Centre when you walk around.

Make a difference...
Vote Yes



Cycle Mania 2015

95%

of business say that the BID's role in negotiating parking improvements is important or very important.

Business Survey 2017



For Access

Our innovative ideas have contributed to making Orpington a more accessible and inclusive town centre.

Orpington 1st are extremely proud of our progress so far in making the town centre more accessible and welcoming for all, be it drivers, cyclists or pedestrians. A 'yes' in the ballot will enable us to implement further ideas generated through discussions during the consultation process with businesses, residents and targeted customer groups.

Make a difference...

Vote Yes



Dementia Awareness Week, Orpington High Street

What you asked us to do:

- Improve shoppers' access to car parking by creating an online map of town centre options and exploring the option of free parking periods
- Manage the public toilets
- Improve signage and mapping for drivers, cyclists and pedestrians
- Promote sustainable transport



What we have done:

- ✔ Renovated and managed town centre toilet facilities, following the council's decision to close public toilets across the borough
- ✔ Worked with the Bromley Dementia Hub to create a dementia friendly town centre
- ✔ Created a comprehensive interactive parking map on our website
- ✔ Secured free parking in loading bays after 6:30pm and reduced cost customer parking for events
- ✔ Relocated disabled bays to more appropriate positions and secured general customer access to the disabled carpark after 6:30pm
- ✔ Introduced a Commercial Loading and Delivery scheme for independent businesses.
- ✔ Promoted sustainable transport with free business membership to the Car Club
- ✔ A Founding member of the Bromley Cycle forum supported by our Cycle Mania event

What we'll do next...

- Working with The Walnuts Shopping Centre, secure the relocation of the public toilets to include a dementia-friendly cubicle
- Continue to work on making the High Street inclusive, following the success of the dementia-friendly initiative
- Work with businesses to improve taxi provision
- Support the provision of a cycle hub at Orpington railway station
- Continue to review car parking provision to ensure the best options for businesses and customers
- Implement the findings from the wayfinding audit

88%

of businesses said that the provision of publicly accessible toilets was important or very important.

Business Survey 2017

Make a difference...
Vote Yes



The BID's ability to negotiate improved parking provision for our customers has been extremely beneficial.

Cihangir Surucu
Joint Owner of Ephesus Restaurant

1st For Business

To improve members' profitability.

We have been working hard on your behalf, lobbying on your interests and rolling out innovative projects to save you money. There is much more that we can do, reducing costs further and supporting business growth by encouraging a vibrant town centre. We need your support to help us achieve the balance of offer required in the town centre to ensure its viability and continued growth as a major economic and social hub.

Help us to help you by voting yes for a renewed BID.

Make a difference...



Orpington's Finest Awards 2017



By combining our buying power, the BID has been able to achieve significant savings on business costs. I've saved in excess of my BID levy by switching to Orpington 1st's waste collection service.

Wayne Banks
Owner of My Butcher



BID for Business Breakfast

What you asked us to do:

- Roll out a collective-purchase trade recycling and waste management service to save businesses' money
- Introduce collective purchasing for business services
- Organise business networking opportunities
- Advocate on behalf of businesses



100%
of businesses think that it is important for Orpington 1st to continue to advocate on their behalf.

Business Survey 2017

1st For Business

What we have done:

- ✔ Identified **savings of around £50,000** for businesses through our joint procurement scheme
- ✔ Delivered **annual savings of up to 70%** for our businesses through our waste collection service. Businesses are also able to recycle card and plastic free of charge at the shopping centre
- ✔ Raised additional income to provide a **comprehensive training programme** covering topics such as Social Media, Customer Service and Sales Growth, as well as delivering courses for Start Up Businesses and Back to work Mums
- ✔ Organised the **Orpington's Finest Awards** to celebrate quality and excellent service and to showcase the strength in depth of our business community to a wide audience
- ✔ Joined forces with other BIDs to **lobby central government** on important issues such as Business Rates and Permitted Development, and lobbied the council to **ensure the town's priorities are considered**
- ✔ Arranged a variety of **networking events** such as "BID for Business Breakfasts" as well as less formal events such as charity golf days and socials
- ✔ **Opened the 'Enterprise Hub'** providing access to low cost and flexible office accommodation and training facilities
- ✔ Arranged **open forum meetings** to provide opportunities for businesses to feed into BID activity
- ✔ **Provide support** for individual businesses for licencing and planning applications
- ✔ Members of the **local property forum**, Bromley borough's economic partnership board and the employers' panel at the local college



Opportunity Orpington Business Show 2016

What we'll do next...

- **Develop a bespoke recruitment service to connect employers with local staff**
- **Continue to review and enhance our joint procurement scheme to increase savings and improve service**
- **Provide a high street collection service for cardboard and plastics recycling**
- **Work with key retailers and eateries on a food waste reduction programme**
- **Draw up a corporate CSR programme in partnership with key businesses**

1st For Investment

The most recent addition to our agenda focuses on identifying and encouraging the most appropriate and relevant investment to the town.

- There has been a **50% reduction in vacant units** within the BID area since 2014
- The BID have, in partnership with LBB, **secured funding from the GLA to carry out improvements** to the market square
- Worked with London Borough of Bromley to complete a **feasibility study, providing robust evidence on investment/development opportunities**
- Worked with the **Local Data Company** to provide information on vacancy rates, and have recently installed footfall cameras across the high street to enable us to accurately measure visitors to the town
- We have worked with various commercial agents to expand the **'Opportunity Orpington Business Show'** to include an open day for the town, inviting potential investors to explore the opportunities the town now offers



Shaun Hose, Rockspring

90%

of businesses feel that it is very important for Orpington 1st to continue its work in attracting investment to Orpington town centre.

Business Survey 2017



Market Square Improvements



Business Show 2014

Investment Fair 2017



Orpington BID has provided the ideal mechanism for the local authority to work in partnership with the business community, to help realise a shared vision of improved social and economic performance for the town centre. We look forward to working positively with a renewed BID in the future.

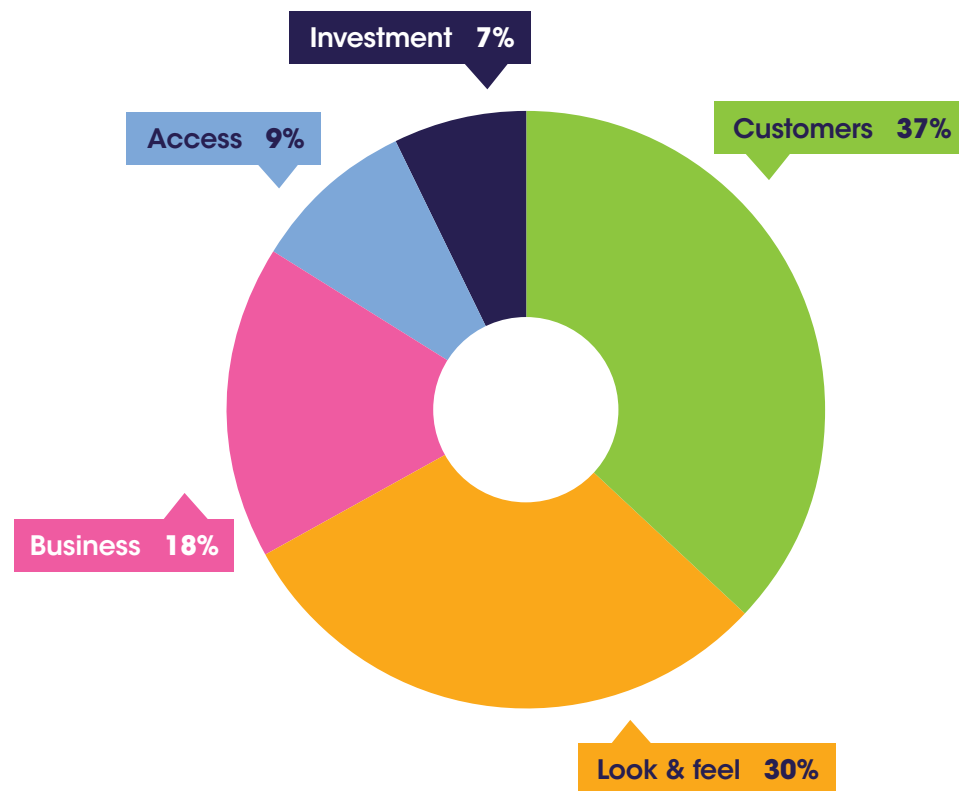
Cllr. Stephen Carr
Leader of Bromley Council

BID Budget 2018 - 2023

If successful, the BID will invest a further £1.1m levy between 2018 and 2023. In our first term, we also achieved additional income of £377,000.

This was through a combination of grants, promotions, events and enterprise. We will continue to explore additional revenue streams to maximise the BID's ability to add value and make further improvements which support business growth and sustainability.

Make a difference...



Graph illustrates percentages of project expenditure only

INCOME

	2018/19	2019/20	2020/21	2021/22	2022/23
Levy	164,904	168,202	171,566	174,996	178,494
Capped Levy	20,000	20,000	20,000	20,000	20,000
Additional*	36,000	36,720	37,454	38,202	38,966
TOTAL	220,904	224,922	229,020	233,198	237,460

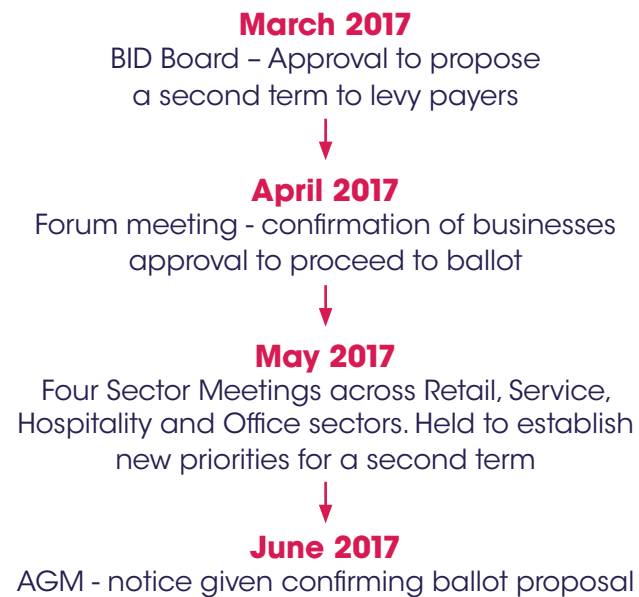
EXPENDITURE

Core	29,750	30,291	30,842	31,403	31,974
Customers	54,000	54,982	55,982	57,000	58,037
Look & Feel	44,500	45,309	46,133	46,972	47,827
Access	12,500	12,727	12,958	13,194	13,434
Business	24,750	25,200	25,658	26,125	26,600
Investment	10,000	10,182	10,367	10,555	10,747
Management	36,000	36,655	37,321	38,000	38,691
Contingency	9,404	9,575	9,756	9,946	10,147
TOTAL	220,904	224,922	229,020	233,198	237,460

*Additional income figure is based on the minimum achieved in any one year during the first term

BID Consultation

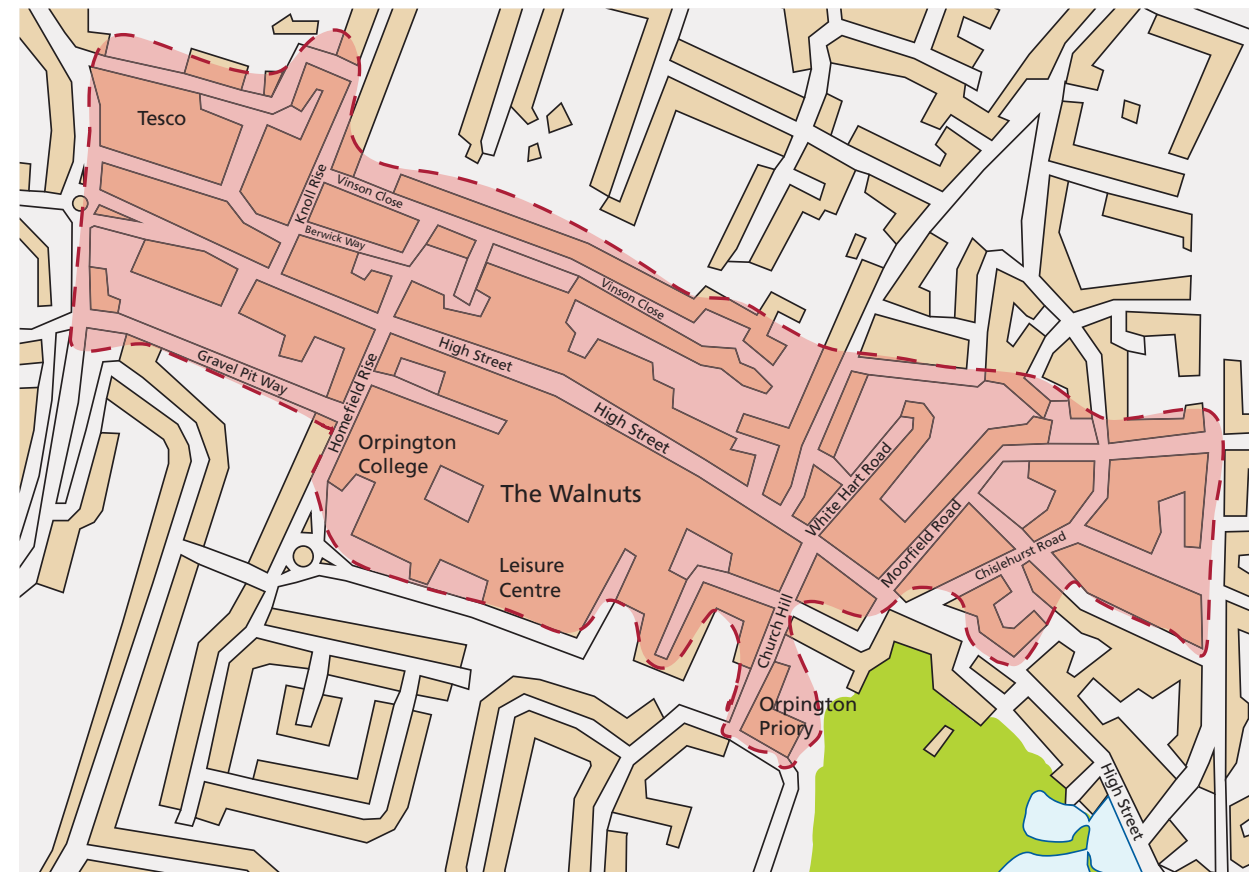
Continuous feedback has been sought from all levy payers during the BID's first term to ensure that project delivery reflects business expectation and to understand the appetite for continuing the BID and proposing a ballot to secure a second term. The following is a list of the structured consultation process that has led to the renewal ballot.



BID Area

The map image represents an indicative view of the Orpington BID area.

A detailed map is available online at orpington1st.co.uk



Make a difference...
Vote Yes

BID Governance

Orpington First Ltd is a not-for-profit company limited by guarantee. As a BID, it is financed through a mandatory levy paid by approximately 325 businesses in accordance with the Business Improvement Districts (England) regulations 2004.

The BID will be elected for a five year term after which another ballot will be necessary for it to continue. All levy payers are eligible to become members of the company, by filling in a simple application form, and all members are eligible for nomination to the board.

The Board is elected by members at the Annual General Meeting, at which the board also appoints a Chair. Additional members may be co-opted in a non-voting capacity, as required.

The Board will have responsibility for governance matters such as financial arrangements, contractual obligations, standards and compliance.

A quarterly business forum, open to all levy payers, enables businesses to advise on operational and service delivery issues, oversee performance measurement, and more generally act as the primary consultative and advisory body.

The Board 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.

The BID will file annual accounts compiled by independent accountants with Companies House. The accounts will be available to all members. An annual report on activities, including finances, will be published. An annual general meeting for levy payers will be held.

An Operating Agreement, which includes the Council's baseline service commitments, has been agreed with LBB. A copy can be found at www.orpington1st.co.uk

Notification of the intention to hold a ballot was sent to the Secretary of State on the 12th April 2017.

BID Board

Membership of the BID Board is open to all levy payers, the minimum number of directors is 5 and the maximum is 9. The make-up of the board should reflect all sectors and be representative of the whole geographical area.



BID Rules

Orpington 1st is now in its last year of the original 5 year term and are therefore required to go back to ballot to ask businesses if they want to vote yes to a renewal of the BID and continue for a second term.

The term renewal means replacement to the existing BID at the end of its current term March 31st 2018 with new BID arrangements covering the same area and subject to the rules and arrangements described herein.

In developing the rules that will apply to the renewed BID, consideration has been given to 'The 2017 Industry Criteria and Guidance Notes for BIDs' published by British BIDs on behalf of the British Retail Consortium, ATCM, intu, British Property Federation, ACS & Revo.

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 6th October 2017.
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 6th October 2017, and close at 5pm on Thursday 2nd November 2017. Ballot papers received after 5pm on Thursday 2nd November 2017 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 1st April 2018 and will continue for a period of 5 years to 31st March 2023.

Levy:

1. The levy rate to be paid by each property or hereditament is to be calculated as 1.5% of its rateable value as at the 1st April each year under the daily charging principle.
2. Only properties or hereditaments with a rateable value of £4,500 or more will be eligible for payment of the levy.
3. The number of properties or hereditaments liable for the levy is approximately 338.
4. Each year the levy rate will be increased by the fixed rate of inflation of 2% per annum.
5. The levy will be charged annually in advance for each chargeable period to be April to March each year, starting in 2018.
6. The maximum amount payable for any one business each year is capped at £20,000.
7. The owners of untenanted properties or hereditaments will be liable for payment of the levy. This includes listed buildings.
8. Properties that come into the Rating List during the BID term will be subject to the BID levy from the effective date that the property is brought into the rating list and the RV effective at that time.

9. Occupiers within covered shopping or centres (in this case the Walnuts Shopping Centre) that are subject to a service charge will pay only 75% of the levy that would otherwise apply.
10. Charitable organisations that are subject to relief on their business rates liability will pay only 75% of the levy that would otherwise apply (excluding those eligible for discount as per clause 9).
11. London Borough of Bromley will be responsible for collection of the levy. The collection charge will be £6,500 based on circa 338 bills raised; this equates to 3.94% of anticipated billed levy and £19* 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 98% 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 £191,632.
4. A contingency provision on expenditure, together with the availability of reserves, provides for an anticipated surplus of £48,828 by the end of the renewed term. This equates to 4.3% of expenditure.
5. Annual core costs of the BID are estimated at 13%.



Flavours of Orpington Food Festival 2017



1.3 million
website hits since 2013

5.5k customers
subscribing to
e-newsletters with info
on events and offers

7,783
social media followers

50% drop in vacant
units since March 2014



22 major town
centre events
delivered

15,000
copies of the
Orpington 1st
magazine
distributed every
quarter

40 businesses
receiving reduced
cost waste
collection

£50,000
of business
savings identified
through our joint
procurement
programme

47,502
additional hours
of town centre
policing

94 flower towers
installed

£377,000
additional income
generated



Make a difference...
Vote Yes

What we will lose **if you don't vote YES...**

- No dedicated police team
- No OBAC (Orpington Business Against Crime) information sharing
- No reduced cost shop safe radio
- No charity shop watch
- No public toilets
- No Christmas Lights
- No poppy displays
- No summer planting
- No town centre events and festivals
- No Christmas Lights Switch On
- No dedicated town centre website and social media
- No Orpington 1st Magazine
- No cost saving Joint Procurement Programme
- No business support
- No reduced cost waste service
- No business awards
- No investment support
- No wayfinding review and new signage project
- No additional cleaning
- No advocacy at local, regional and central government

Make a difference...
Vote Yes

100%

of businesses surveyed say that
Orpington is 'Better for Business'
now compared with 2013.

Business Survey 2017

For further information contact:

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Executive Director

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Ballot Schedule

20 September 2017

Notice of ballot issued

6 October 2017

First day of ballot period

2 November 2017

Last day of ballot period - deadline
for receipt of ballot papers

3 November 2017

Announcement of result

1 April 2018

Second term begins



www.orpington1st.co.uk

