



Make a difference...

**Vote
Yes** 

Orpington 1st Business Plan 2023-2028

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Foreword

The BID provides a strong collective voice for all levy payers, advocating with local, regional, and national government on behalf of the business community on the matters that most impact you and your business.

A 'YES' vote for the continuation of the BID will provide you and your business with the opportunity to help shape and influence the town's future, protecting the established and diverse business community that we have while supporting growth and encouraging appropriate investment to add value.

Through Covid our business community demonstrated great resilience and adaptability. The BID's versatility was key, refocusing activity to ensure you had access to the relevant support and guidance, while continuing with as much of our customer facing activity as possible - maintaining a well-managed and attractive environment and providing residents with up-to-date information on the town centre's offer.

As we emerge from the pandemic, we must be forward thinking, seeking out the opportunities to transform into a town centre that doesn't just survive, but one that can flourish in an environment of constant and rapid change; a town that can have confidence in its future by recognising its position as a major town centre - understanding and celebrating its business potential.

Our role is to support you and your business. During our first two terms, in consultation with you, we developed a range of projects to strengthen and improve trading conditions and ensure a quality customer experience.

This plan highlights our recent activity and provides details on the structure and opportunities that a third term would deliver as we shape our town's unique identity, building on our strengths and capitalising on our enviable position as the London-Kent Gateway.

Vote 'YES' to secure a continuation of our work to make **Orpington Better for Business**.

Chris Travers
Executive Director



Chris Travers
Executive Director
Orpington 1st

Make a difference...
Vote Yes 



92%

of businesses say
that town centre
events are
very important



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...



ORPINGTON'S OFFICIAL JUBILEE BEACON

“Town centre events organised and funded by the BID have directly increased our revenue.”

Sarah Jaboori
easy coffee Orpington



JUBILEE CELEBRATIONS IN MARKET SQUARE



MIDWEEK MUSIC IN PATO LOUNGE AS PART OF ORPINGTON LITERARY FESTIVAL 2022



ORPINGTON ICE RINK

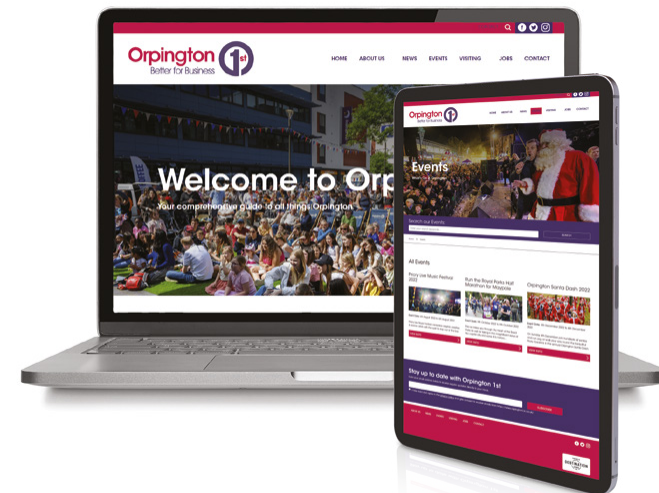
100%

of businesses say that the BID's town centre website and digital marketing is important or very important

BUSINESS SURVEY 2022



JUBILEE CELEBRATIONS IN MARKET SQUARE





For Customers



LEMIN SISSAY PERFORMING AT ORPINGTON LITERARY FESTIVAL 2022

of businesses said that **The Orpington 1st Magazine** is important or very important

Through our third term we will continue our programme of marketing and events.

- ✔ Large-scale events **Light Up Orpington**, **Orpington Santa Dash** and **Flavours of Orpington Food Festival**
- ✔ Continue to explore new opportunities such as **Orpington Literary Festival**, working in partnership with Bromley Libraries
- ✔ Our newly redeveloped website with in-built digital marketing automation options
- ✔ Regular e-newsletters to a subscriber base of 6,000, updating residents on news, events and offers from our members
- ✔ We will work with a range of media partners to extend the town's reach
- ✔ Continued promotion of the town centre to a combined social media following of 13,000 across Facebook, Twitter, Instagram, and LinkedIn
- ✔ Over 15,000 copies of **The Orpington 1st Magazine** printed and distributed quarterly, showcasing the town and its businesses and providing the BID and other key stakeholders with an opportunity to update residents; also available to read online

Make a difference...
Vote Yes



LIGHT UP ORPINGTON 2019



Spring edition 20...
IN THIS ISSUE

- Orpington's Jubilee Celebration
- A buzz about it...

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

Through our calendar of events, we promote the town centre's offer, activate the high street, and encourage additional footfall, creating a strong sense of place and connecting the business and residential communities.





For Look & Feel

Orpington's physical appearance as a pleasant and welcoming high street is critical to maintaining its viability and extending its appeal, providing further opportunity for businesses to attract customers and increase dwell time

The maintenance and management of the environment contributes to social and economic wellbeing.

Our continued partnership with the Met Police and LBB Public Protection enables the business community to tackle crime and anti-social behaviour at an operational level, with joint initiatives, but also at a strategic level where long-term problem solving is required.



A positive and motivating environment increases businesses' ability to attract and retain staff

93%

of businesses say that the BID's environmental programme is very important

BUSINESS SURVEY 2022

Make a difference...
Vote Yes 

LONDON IN BLOOM, GOLD MEDAL WINNER 2021



POP-UP PALLET PARK



“The BID’s work to improve the town makes a huge difference. Creating a more welcoming environment is vital in attracting and retaining customers to Orpington.”

Fiona Russell, Founder & Owner of McQueen Hair & Beauty



JUBILEE CELEBRATIONS IN MARKET SQUARE



LIGHT UP ORPINGTON



POP-UP PALLET PARK



FLOWER CUBE

Through our third term we will continue our work to improve the physical environment and sense of security.



- ✔ A comprehensive summer planting programme
- ✔ **Pop Up Pallet Parks** installed to add greening, additional seating and the creation of entertainment and activity zones
- ✔ Continued participation in **London in Bloom - Gold Medal winners in 2021** - to gain recognition of the town's greening credentials and its attractiveness to visitors
- ✔ Continued partnership approach with LBB on resolving fly-tipping, graffiti and gum removal, and general maintenance of the public realm
- ✔ Measures to tackle unsightly vacant units such as the installation of the borough's first Green Screen, and decorative shop window vinyls
- ✔ Lights across the high street during the critical Christmas trading period
- ✔ **Decorations** such as poppies in the high street's trees at Remembrance Day, the bunting tree during the summer, and the Union Flag at Orpington War Memorial
- ✔ Continued work to ensure an accessible and welcoming town including Dementia Awareness training for businesses
- ✔ Providing access to parking information online through the BID website
- ✔ Ensuring customer access to public toilets is maintained throughout any redevelopment
- ✔ Leading the town's Business Crime Reduction Partnership, Orpington Businesses Against Crime (OBAC), including management of the online information sharing system, DISC
- ✔ Continuing to support the implementation of banning orders on repeat offenders
- ✔ Improving use of the **Shop Safe Radio** scheme and connectivity with Bromley CCTV, with a refreshed focus on our growing evening economy
- ✔ Having secured a nominated town centre PC, we will continue to lobby for additional Met resources



INSPECTOR WOODS &
SUPERINTENDENT ANDY BRITAIN



For Look & Feel

91%
of businesses say
that our **Business
Crime Reduction
Partnership** is
very important

BUSINESS SURVEY 2022

“ We continue to work in close partnership with Orpington BID to address crime and antisocial behaviour in Orpington High Street. This cohesive approach allows us to work together to tackle concerns raised by our business community. Information sharing through the Orpington Business Against Crime (OBAC) system allows the fast-time sharing of known offenders and suspects with local business. This serves to keep business owners/users informed and enables us to gain valuable intelligence from our communities. The Police values its partnership with the BID to address crimes within its footprint as well as aiding long-term problem solving. ”

*Chief Superintendent Dave Stringer
South Area BCU Commander*



Make a difference...





For Business & Investment

The BID acts as a strong voice for business and serves as the ideal mechanism for the business community to work collectively, in partnership with the local authority, helping to realise a shared vision of improved social and economic performance

Through our industry bodies, British BIDs, The BID Foundation and ATCM, we have joined forces with BIDs across the country to lobby central government on key issues such as Business Rates and Permitted Development.

The BID's structure enables direct discussion with the leadership of organisations which have a direct impact on business, locally, regionally, and nationally, such as TFL, GLA, and central government.

Our position as an active stakeholder was highlighted through the pandemic where, as key members of the LBB Covid Task Force, we were able to directly influence the borough's business support programme. The BID's agility enabled us to pivot our business plan and refocus resources as required, helping businesses navigate a rapidly changing landscape.

The BID is positioned to understand the commercial realities of the high street, connecting landlords, agents, and prospective tenants with relevant information.

Make a difference...





In 2021, the BID
secured an additional

£127,000

of discretionary funding to pass directly
to our **independent businesses**



A BID is an invaluable asset when establishing a new business. We have greatly appreciated the support and the connectivity the team has provided to the local authority, wider business community, and of course customers.

Tom Walker

Co-owner of Orpington GPO



DEPUTY MAYOR OF LONDON FOR BUSINESS RAJESH AGRAWAL AT JTL ON HIS VISIT TO ORPINGTON IN 2019

100%
of businesses say
that the BID's work to
encourage appropriate
investment in the town
centre is very important

BUSINESS SURVEY 2022



The Orpington 1st team has provided continuous support and guidance for our major investment on the High Street. The BID team are an absolutely critical part of Orpington's infrastructure and have been an invaluable relationship for us and our investment. It is clearly evident that they care about their members and improving the town centre and, importantly, they make progress happen.

Charlie Hustler (L), Managing Director, Acklam Group
Edward Matthews (R), Head of Real Estate,
Lending & Developments, Acklam Group



100%

of businesses
say that it is very
important the
BID continues
lobbying for
their interests

BUSINESS SURVEY 2022

Make a difference...



MAYORAL VISIT 2021



For Business & Investment

Through our third term we will continue to advocate on behalf of our businesses.

- ✔ Improving our members' profitability through our waste management partnership, combining our buying power to achieve cost savings
- ✔ Supporting businesses to identify cost savings on utilities
- ✔ Supporting businesses through potential regeneration, working to mitigate disruption and capitalise on opportunities
- ✔ Continuing to explore opportunities to access grant funding
- ✔ Continued lobbying on key issues at local, regional, and national level
- ✔ Providing support for individual businesses for licensing and planning applications
- ✔ Continued engagement with commercial agents, landlords, and prospective tenants to encourage appropriate investment and tenancy
- ✔ Continued exploration of creative meanwhile use and the facilitation of pop-up shops
- ✔ Support local enterprise through new initiatives such as the **Children's Business Fair** and promoting **Opportunity Orpington**
- ✔ Maintaining a presence on key stakeholder boards and forums, such as **LSEC Employers Board** and the **LBB Economic Development Forum**, for the benefit of Orpington business
- ✔ Signposting appropriate training for business organisations and employees
- ✔ Celebrate our business community's achievements with the annual **Orpington's Finest Awards**
- ✔ Encouraging and promoting the initiatives taken by businesses under their CSR programmes



The Orpington 1st Business Improvement District (BID) has injected new life into our town centre by bringing the community together and encouraging people to support local businesses. The BID is also a powerful advocate for Orpington's business community on the national level; it is an invaluable link between the town centre and decision makers and there are no louder champions than Orpington's dedicated BID team.

Gareth Bacon, MP

BID Budget 2023-2028

EXPENDITURE 2023-28

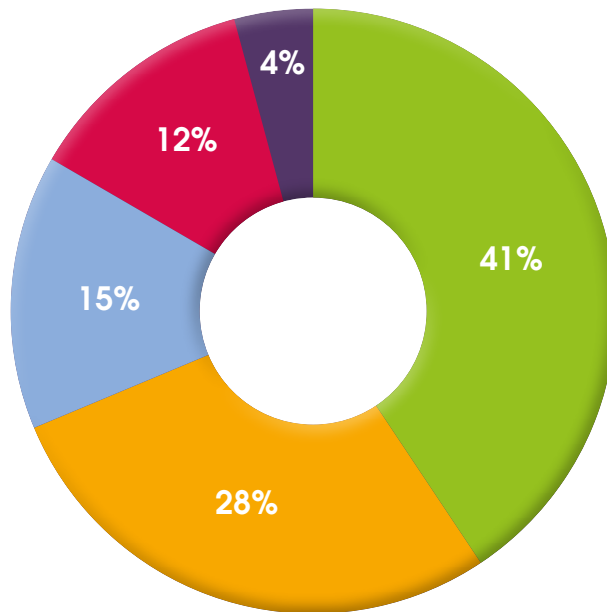


Chart shows percentage of expenditure by theme

For Customers	41%
For Look & Feel	28%
For Business & Investment	15%
Operating Costs	12%
Contingency	4%

With a 'Yes' vote, the BID will invest a further £1m levy between 2023 and 2028. In our first two terms, we also achieved additional income of £667,000.

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...
Vote Yes

INCOME

	2023-24	2024-25	2025-26	2026-27	2027-28
Levy	£190,043	£194,319	£198,691	£203,162	£207,733
Additional	£26,000	£26,585	£27,183	£27,795	£28,420
TOTAL	£216,043	£220,904	£225,874	£230,957	£236,153

EXPENDITURE

Customers	£88,000	£89,980	£92,005	£94,075	£96,191
Look & Feel	£60,000	£61,350	£62,730	£64,142	£65,585
Business & Investment	£32,000	£32,720	£33,456	£34,209	£34,979
Operating	£27,000	£27,608	£28,229	£28,864	£29,513
Contingency	£9,000	£9,203	£9,410	£9,621	£9,838
TOTAL	£216,000	£220,861	£225,830	£230,911	£236,106

*Levy income based on 96% collection

**Additional income estimate is based on the minimum annual amount achieved in the second term; the maximum amount for any one year was £172,000, which includes Covid related grants.

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.

Regular business forums, open to all levy payers, enable 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 10th March 2022.

BID Board



Martin Price
Chair
Walnuts Shopping
Centre Manager



Andrew Cox
Director
Group Director
Strategic Growth
and Partnerships
London South East
Colleges



Bill Perera
Director
McDonald's
Franchisee



Ozgun Ozgenturk
Director
Relationship Manager
Barclays Bank



Sia Bodbin
Director
Owner
Kenton Independent
Estate Agents



Gary Valentine-Fuller
Director
Co-owner
Valentine & Turner
Funeral Directors

The BID board is made up of owners and managers of levy paying businesses. Board Directors are required to work collaboratively, promoting the work of the BID, and ensuring that the interests of all levy payers are represented professionally.



BID Rules

Orpington 1st is now in the last year of its second term and is therefore required to seek the support of businesses to continue for a third term.

With a 'YES' vote the existing BID will, at the end of its current term on March 31st 2023, be replaced with new BID arrangements covering the area and subject to the rules and arrangements described herein.

In developing the rules that will apply, consideration has been given to "The 2019 National BID Criteria" industry guidance published by British BIDS.

Ballot

1. Civica Election Services (CES), on behalf of The London Borough of Bromley, will send to those responsible for properties or hereditaments to be subject to the BID a ballot paper, prior to Thursday 23rd June 2022.
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 24th June 2022, and close at 5pm on Thursday 21st July 2022. Ballot papers received after 5pm on Thursday 21st July 2022 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 on 1st April 2023 and will continue for a period of 5 years to 31st March 2028.

Levy

1. The BID levy will be applied to all eligible non-domestic properties within the BID area with a rateable value of £4,500 or more. Properties within the BID area with a Rateable Value below £4,500 will not be subject to the BID levy.
2. 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 chargeable day principle.
3. The party responsible for the BID levy is the liable party for the non-domestic rates for the respective hereditament on the 1st April each year.
4. The owners of untenanted properties or hereditaments will be liable for payment of the levy.
5. The maximum levy for any one hereditament each year is capped at £15,000.
6. The BID levy may increase if agreed by the board of directors, by an annual inflation factor that reflects an increase of no more than the Consumer Price Index (CPI).
7. If a Rateable Value changes, is subject to a split or merge, is removed, or entered into the ratings list this will have no effect on the BID levy until 1st April the following year.

8. Occupiers within covered shopping or centres (in this case the Walnuts Shopping Centre) that are subject to a service charge will receive a 25% discount on the levy that would otherwise apply.
9. Charitable organisations that are subject to relief on their business rates liability will receive a 25% discount on 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 £8,061 based on circa 350 bills raised.
11. The number of properties or hereditaments liable for the levy is approximately 350.

Finances

1. A cautious approach has been adopted to budgeting for the BID term, based upon national averages.
2. A levy collection rate of 96% has been assumed.
3. The average annual levy income available to be spent by the BID is circa £198k.
4. A contingency provision on expenditure, together with the availability of reserves, provides for an anticipated surplus of £47,071 by the end of the third term. This equates to approx. 4.7% of expenditure.
5. Annual core costs of the BID are estimated at 12.5%.





THE BID in numbers

60,000 copies of
The Orpington 1st
Magazine
delivered every year



**Gold
medal
winner**



34
Major Town
Centre
events
delivered



Over **300**
Christmas Lights
installations

500
commemorative
poppies
every year



200
flower cubes
installed





12 start-up businesses
supported through
pop-up shops



£667,000
additional
income
achieved

60 young
entrepreneurs
supported through
Orpington's first
**Children's
Business Fair**



6,000
subscribers
to our newsletters



Over
2.25 million
website hits

Over
13,000
followers
across
social media



What you'll lose if you don't vote **Yes**

- ⊗ No Nominated Town Centre Police Officer
- ⊗ No OBAC (Orpington Business Against Crime) information sharing
- ⊗ No reduced cost shop safe radio
- ⊗ 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
- ⊗ No dedicated social media channels for the town
- ⊗ 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 additional cleaning
- ⊗ No advocacy at local, regional and central government

Make a difference...



100%

of businesses say it's very important that the BID continues its work to **make Orpington a better place to live, work, and visit**