

Summary BID Proposal 2019-2024

BID 3



Willow BID has achieved so much since it was founded in 2009. The estate is now free from major crime, we are well signed, well managed and well connected.

However, there is much more to be done. In a time of continued public sector cuts and economic uncertainty, businesses need the BID more than ever. Continuing to pull together with our fellow businesses and partners such as the Police and the Council, we need to secure the continued investment the estate needs to remain competitive and help its businesses thrive.

The BID levy is 100% spent on projects and services that benefit Willow Trading Estate businesses. Together with our dedicated BID Coordinator and many of you who volunteer your time so willingly, I am committed to seeing local businesses succeed and the environment on the estate improve for the benefit of employees, customers and visitors alike.

I urge you to vote yes for the renewal of the Willow BID.

Jim Trotter
B&D Clays and Chair, Willow BID



Summary

In March 2019, businesses in the Willow Lane Trading Estate will be asked to VOTE to renew the Willow Lane Business Improvement District (BID). Make your vote count.

Read inside to find out what we plan to achieve with your support to keep the area well maintained, well connected and safe.

Don't lose what you have



Meet the Board and Supporters

Jim Trotter, B&D Clays, Chair of Willow BID (Director)

Ian Siddle, Arnold & Self (Director)

Tony Rimoldi and Alan Marsh, Concrete Repairs/Centura Group

Tim Simmons, DJG Exhibitions

Barry Warren, DT Moving Ltd

James Mason, Edge Lighting

John Horner and Gill Aldred, Farmiloes

Andy del Nevo, MG Granite

Julie Law and Stephen Law, Shelley Engineering

Carole Statham-Fletcher and Ben Fletcher, Spaced In Cabinet Making

Simon Walker and Caroline Randall, SPS Timber Windows

Liz Jones, Sutton School of Gymnastics

Maureen Dyer and Chris Dyer, Willow Motor Works

Graham Booker, Wilson Electric

Richard Curtis, Curtis Windows

Other partner bodies represented at meetings

Merton Chamber of Commerce

Merton Council – Future Merton and local Councillor

Police – Safer Neighbourhood Team

Graham Willins, BID Coordinator & Secretary



Introduction

Willow BID's current term will end in June 2019. The BID must be renewed by a vote of local businesses to continue supplying the projects and services that have kept the area connected, represented, accessible and safe since 2009.

Vote yes in March 2019 to ensure you do not lose:

- Extensive CCTV cameras and monitoring
- ANPR (automatic number plate recognition) cameras
- Police liaison
- Faster broadband
- Business website
- Lobbying and networking
- Parking improvements
- Estate signage
- Air quality monitoring
- Environmental audits and reporting of fly tipping
- A dedicated BID Coordinator (2 days/week) and business board

In 2009, Willow Trading Estate businesses voted to become one of the first industrial Business Improvement Districts (BIDs) in the UK. Businesses voted overwhelmingly to renew the BID in 2014 for a second term to continue its important work in keeping the estate safe and secure, accessible, attractive and well managed.

Our strength lies in our active businesses and other partners, who support the Board in driving continuous improvements and positive change on the estate.

We are now inviting businesses to **VOTE YES** to continue the BID for a third term.

We have achieved so much in the past decade. The estate is free from major crime, well signed and well represented. We have a strong lobbying voice with the Council and other partners. However, there is much more to do and, without your support, all the BID's services will stop and the improvements will be lost.

We have heard from many of you about your priorities for the area over the next five years and have incorporated these in our proposals. We hope now to convert your enthusiasm and support into a further five years of investment for Willow Trading Estate.

Please do not hesitate to contact us if you want to discuss any aspect of our proposals in more detail.

Thank you for your support.

**The Willow BID Board
& Supporters**

Safe & Secure

Safety and security on the estate remains a key priority for local businesses. The BID has greatly improved security through the provision of multiple CCTV cameras and close liaison with the Police, and the estate is now free from major crime. However, we must sustain and increase our efforts in this respect to prevent the estate from reverting to pre-BID levels of crime and anti-social behaviour.

We've delivered:

- We have worked closely with the Police Safer Neighbourhood Team and raised the priority of security issues on the estate
- Willow BID chairs the local Cricket Green quarterly Safer Neighbourhood meetings, ensuring issues on the estate are raised. This has included traffic operations to tackle vehicle racing in the evening and at weekends
- Police reports regarding crime on the estate are shared at quarterly BID meetings
- CCTV footage is shared with the Police
- 16 'pre-2010' cameras have been replaced
- We provided over 300 CCTV awareness signs to businesses
- £42,000 external funding secured for CCTV set-up and expansion



It is clear to me that the Business Improvement District on the Willow Lane Trading Estate continues to have a significant impact on the reduction of crime in the area. As well as acting as a preventive measure, the CCTV has been invaluable to the Police in supporting our investigations and prosecutions. I therefore would urge you to vote yes to continue to expand this system and promote further reductions in crime.

Sgt Andrew BALL PS 429SW
Ward Manager Cricket Green, Longthornton & Pollards Hill

My vehicle suffered damage on the estate as a result of a third party's fault. He disputed my version of events but fortunately the BID's CCTV supported my case. This saved me hundreds of pounds, my damage was paid for and I retained my insurance no claims discount and also avoided the inconvenience of going to court, thanks to the CCTV footage.

Drew Seville, Alloway Timber

100% of businesses at consultation supported the continued expansion of the CCTV coverage



Vote YES to continue the BID and we will deliver:

- Maintenance of 32 existing CCTV cameras
- Provision of 3 ANPR (automatic number plate recognition) cameras
- Provision of CCTV recordings to Police
- Provision of CCTV awareness signs
- NEW for BID 3 – upgrade and expand CCTV provision
- NEW for BID 3 – explore and implement most cost-effective and appropriate security patrol service on the estate
- NEW for BID 3 - explore the installation of screens highlighting vehicle registration numbers as they enter the estate

Willow BID now has installed 32 CCTV cameras including 3 ANPR cameras

Connected & Represented

The BID has succeeded in providing a strong, unified voice for businesses on the Willow Trading Estate. Communications with and between businesses, as well as with partner organisations such as the Council and the Police, have helped the local business community lobby for improvements to trading conditions and the local environment. Our collective voice is a powerful tool in achieving our aims.



We've delivered

- Persuaded the Council to appoint a specialist consultant to help bring faster broadband to the estate.
- Held an open event with the consultant to promote the concept followed by further open meeting with appointed provider Vaioni including answering businesses concerns and questions
- Held an open meeting with the consultant to promote the concept, who then drew down £3,000 grant per business to cover installation costs
- Broadband installed for 26 businesses
- **£78,000 external funding secured for faster broadband installation costs**
- Delivered a new website for the BID, including free business listings and opportunity to promote goods and services
- **£10,000 match funding secured for website**
- Achieved 100% increase in attendance at new format quarterly BID meetings to update and inform over a working lunch
- Supported relocation of over 30 businesses evicted from Connect House as a result of changes from office to residential use
- Part-time BID Coordinator works closely with local businesses and partners to update, project manage and lobby
- **£12,000 external funding secured to support this role into the BID's second term**

The BID has been at the forefront of liaising with businesses to facilitate the installation of new parking arrangements on the estate introduced by the Council. The BID has been protecting business interests and we hope that the benefits of the new arrangements, such as cleaner roads, will be realised when enforcement is fully up and running. The BID has also successfully supported us in dealing with various environmental issues with our neighbours.

Alan Marsh, Concrete Repairs Limited

Vote YES to continue the BID and we will deliver:

- Faster broadband
- Business website
- BID Coordinator
- Representation and lobbying
- Regular updates and quarterly business meetings
- NEW for BID 3 – FREE Standard Membership of Merton Chamber of Commerce for all Willow BID members as part of your BID



membership (worth £360 pa); comprising discounts on Chamber organised training and networking events, including compliance training, personal introductions to other Merton businesses, advertising and promotional opportunities, digital and online support and lobbying with local and regional Government

- NEW for BID 3 - explore the possibility of a one-way system around the estate to facilitate traffic flow

Accessible & Attractive

The appearance and accessibility of the estate are crucial to its success. From first impressions of visitors, to accessibility for customers and the day-to-day experience of employees, this will remain a key priority for the BID and an area where there is always room for improvement.

We've delivered

- Persistently lobbied Merton Council to refurbish and reopen the bridge over the tram and the railway lines following an 8 year closure
- Installed a signage and wayfinding scheme to facilitate navigation through the estate
- ***£42,000 match funding secured for wayfinding signage and banners***
- Assisted Merton Council to deliver a publicly funded Air Quality project, including providing two appropriate areas for air monitoring equipment to be located on the estate
- Worked closely with the Council's Commissioning Officer to introduce yellow lines and parking bays to reduce congestion and improve pedestrian safety. In addition, a parking curfew ban from 22.00 until 5.00hrs will operate to tackle the permanent parking that has evolved and prevents the cleaning of the roadsides



A very successful feature of the BID has been the funding we have managed to source from various bodies of £184,000. This has enabled the BID to invest in additional and upgraded CCTV cameras, banners and signage, a new website, estate management and the facilitation of faster broadband to the estate. The strong ballot votes in 2009 and 2014 of over 90 per cent in favour show the value we place on these services.

Ian Siddle, BID Director & Business owner, Arnold & Self

MATCH FUNDING

Total match funding secured to date £184,000
This equates to three full years' worth of the total BID levy

Significant additional investment was also secured to undertake necessary remedial work on the tram and rail bridges

Vote YES to continue the BID and we will deliver:

- Maintenance of Willow Trading Estate banners and signage
- Monitoring of parking and enforcement activity
- Continued support of air quality monitoring
- Monitoring and reporting of waste and fly-tipping
- New for BID 3 - further improvements to parking provision and enforcement on the estate
- NEW for BID 3 - combat fly-tipping, particularly on the one-way road access, and explore with the Council the possibility of a barrier at the road entrance
- NEW for BID 3 - lobby for improvements to cleanliness of Ellis Road
- NEW for BID 3 - push for much needed improvements to deteriorating road surfaces and potholes
- NEW for BID 3 - patrols to monitor the estate and crack down on fly-tipping



The BID coordinated the efforts of neighbouring businesses, landlords and the Police to remove travellers from an unoccupied site on the estate. Court proceedings resulted in the removal of the travellers in three weeks – a very speedy result in comparison with the months this process can sometimes take.

Business owner, Propability

Financials

The Willow BID will raise approximately £76,000 per annum through the mandatory levy charged on businesses to fund its projects and services.

These funds are 100% ring fenced for spending for the benefit of the area.

The levy payable by each ratepayer is defined by the banding system below. Businesses with a rateable value of below £5,000 are exempt from the BID levy. The maximum annual levy payable by any single business entity with two or more hereditaments will be £1,204 in year one.

The BID levy can only be increased annually on 1 July to allow for inflation. The allowance for inflation shall be decided by the BID Board and shall not exceed 2% per annum. Approximately £76,000 will be carried over into the new BID and incorporated into the expenditure plan for the next BID term.

How will the money be spent?

The budget for Willow BID has been determined by the priorities of the Willow Lane business community. A full budget is available on request by emailing bid@willowlane.org.uk

The budget allocation by theme for the first year of the BID is as follows:

- Safe & Secure - 35%
- Represented & Supported - 14.5%
- Accessible & Attractive - 30%
- Overheads - 15.5%
- Contingency - 5%

Percentages are based on estimated costs over a 5 year period and are subject to change following agreement by the Board.

BID Levy to be paid in first year 2019/2020

Rateable Value	Annual BID Levy*
£5,000 - £10,000	£120
£10,001 - £30,000	£301
£30,001 - £50,000	£421
£50,001 - £100,000	£602
Over £100,000	£843
Maximum charge	£1,204

*Levy to increase by maximum 2% annually for duration of 5 year BID term

The Company

Willow BID Ltd is a not-for-profit company limited by guarantee. The company's Memorandum & Articles of Association are available at our website willowlane.org.uk or from the Willow BID office.

The Board

The Willow BID Board is made up of representatives from the Willow Lane business community, who give their time voluntarily to direct the BID and determine how the BID levy should be spent to improve the area for all businesses.

All BID levy payers are encouraged to become company members and to consider becoming a Board Director.

The Willow BID Area

The Willow BID area will not change in BID 3. A map is available at www.willowlane.org.uk

The Vote

All businesses now have the opportunity to vote to secure the future of the Willow BID and the investment required to safeguard its future and the prosperity of your business.

A postal ballot will be run from 27 February 2019 and will close at **5.00pm on 28 March 2019**. This will be a formal ballot carried out by the London Borough of Merton Electoral Services department.

All ratepayers are entitled to one vote per hereditament (rated unit of property). For the ballot to be successful and the BID to continue, the vote must be won on two counts:

1. Straight majority of businesses voting
2. Majority in the total rateable value of those voting

We look forward to your continued support.



Mitcham Junction 10 mins →

- Eagle Trading Estate 7 mins →
- Grace Business Centre 8 mins →
- The Willow Centre 9 mins →
- Connaught 10 mins →
- Willow Ln Business Park 11 mins →



willowlane
THE PLACE FOR BUSINESS

01753 83558
01753 83558

Willow Motor Works
020 8084 0514
T & Mechanical Repairs

SECOND HAND
OFFICE FURNITURE
BOUGHT & SOLD
UNIT 11 BRIDGE
INDUSTRIAL ESTATE
ON WILLOW LANE
040 8884



Ballot timetable

Make your vote count!

13 February 2019

You will receive a Notice of Ballot

27 February 2019

You will be sent a postal Ballot Paper

28 March 2019 at 5.00pm

You need to have cast your vote

29 March 2019

The ballot result will be announced

Get in touch:

Please do not hesitate to get in touch if you require any further information about the vote or any aspect of these BID Proposals. We would be happy to discuss in more detail or to arrange a meeting.

Graham Willins, BID Coordinator

Willow BID Ltd

10 Wandle Way

Willow Lane Estate

Mitcham

Surrey CR4 4NB

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www.willowlane.org.uk



willowlane
THE PLACE FOR BUSINESS

Don't lose what you have.

Vote YES to continue:

**CCTV - Security - Signage
Management - Representation**

Ballot closes 5pm, 28th March 2019

www.willowlane.org.uk