

TOGETHER WE CAN
TOGETHER
WE
WILL

2022-2027
BUSINESS PROPOSAL



LET'S MAKE IT HAPPEN

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WHAT IS A BID?

Business Improvement Districts (BID) are independent business-led, business-funded organisations formed to improve a defined commercial area. Around 300 of them currently operate across the country. A BID is established statutorily once elected by a majority of business owners in the area and can only operate for a maximum term of five years before seeking re-election by eligible voters.

BIDs are not-for-profit organisations financed principally through a small, compulsory annual levy paid by businesses in the BID area, based on rateable value.

By working in partnership and bringing together the skills, experience and influence of local businesses, public authorities and other key agencies, BIDs can serve as a highly effective model for delivering added value to an area through dedicated services and initiatives.

ABOUT CROYDON BID

We've been at the heart of Croydon town centre for the past 15 years, putting the interests and priorities of the local business community first.

With backing from 500+ organisations across the retail, commercial, leisure, hospitality and public sectors, we were set up to help make a real difference to the town, by introducing initiatives and much-needed services that would not otherwise exist.

Our vision is for Croydon to become one of the most sustainable, welcoming, vibrant and culturally diverse locations in south London in which to do business, work, live and visit.

With continued support and direction from our members, we have already invested £15m in making our streets safer, cleaner, brighter and more welcoming for those working, living, visiting and doing business here.

Now, as we prepare to meet the challenges facing Croydon and our business community head on, our plans for the future are aimed at not just delivering some of the essentials that we all expect from a place but building upon the all-important foundations needed for Croydon's sustainable growth. Together, we can make a real difference and look forward to working with you as we strive for a better Croydon.



PUTTING YOU FIRST

03

CROYDON BID | RENEWAL PROPOSAL

02

CROYDON BID | RENEWAL PROPOSAL



THE

CHALLENGES

WE FACE TOGETHER

As regeneration continues and we emerge from one of the most difficult trading periods in our history, creating and maintaining an improved experience for all those who visit, work and live in the town centre is more important than ever to increase our town's appeal and ensure its economic success.



Together we can. Together we will.

VOTE YES



REBOOT

Our Chairman Darren Hockaday on how together, we are so much stronger

I write this as our town centre begins to emerge from one of the most difficult periods in living memory, affecting every one of us personally and professionally.

I would like to pay tribute to all the businesses in our town for the way in which you have adapted to the unpredictable and uncertain times in which we live and operate. The effects of the global COVID-19 pandemic continue to impact on our economy, causing some businesses to close, jobs to be lost and resulting in different ways of working for many.

We finally are beginning to experience reopening and lifting of restrictions and there is good cause for optimism. At the BID team, we are realistic about the challenges the town centre faces after such a prolonged setback. Our resolve is greater than ever before to drive and prioritise the improvements needed to support you and the business community to come back stronger and for Croydon to prosper.

It is time to reboot and revitalise the town centre, with plans that help kick-start the local economy. Ensuring the area is safer, cleaner, more appealing and welcoming continues to be paramount: a positive experience and good first impression will go a long way towards raising and improving Croydon's profile. Having pulled out all the stops to continue supporting businesses throughout the pandemic, I passionately believe that Croydon BID has come through this period even closer than ever to businesses, repeatedly demonstrating precisely what can be achieved when everyone within the town centre pulls together.

Through our on-going discussions and consultation with you, we understand the concerns and pressures that our members will be facing over the next five years and we will ensure your views continue to be strongly represented. The challenges facing businesses are reflected in our Renewal Proposal for 2022 – 2027 and, over the following pages we set out precisely how, with your continued support, we aim to achieve our shared vision of making Croydon one of the most sustainable, welcoming, vibrant and culturally diverse locations in south London in which to do business, work, live and visit.

Naturally, it is disappointing that we have yet to see redevelopment of Croydon's Whitgift Shopping Centre but we are determined to continue playing our part to see that materialise. We strongly believe that the town needs and deserves a vision of the

future and the certainty to flourish – a common goal that sustains belief and investment.

Regeneration of our town centre has nevertheless continued apace with 350,000 square feet of office space created, 3,500 new homes, retail and leisure facilities already built or under construction. New audiences, new markets and new opportunities are steadily opening up and with those come the potential for further investment.

The growing number of vacant buildings, empty shops and underutilised spaces is concerning. We will push hard for a co-ordinated and cohesive strategy to determine what needs to be done and how best to bring these back into use while ensuring that plans are implemented at pace to revitalise the heart of the town.

The benefits that Croydon's excellent transport links bring to those doing business, living and working here cannot be overstated. Our aim is to continue campaigning for further improvement and, specifically, for reclassification of our two main stations from Zone 5 to Zone 4, helping to make Croydon an even more attractive prospect for investors.

In recognition of the challenging times that our business community faces over the next five years, our Board has pledged to maintain the annual levy rate at 1% throughout its fourth term. We believe we can continue creating value for all our members while containing costs and achieving savings wherever possible.

In September, along with other eligible businesses in the town centre, you will be invited to support these proposals at the Croydon BID Renewal Ballot. Only with a majority 'YES' vote at the ballot will we be able to build on what has already been achieved and continue working on your behalf to deliver a further five years of transformation and progress.

If ever Croydon town centre needed a Business Improvement District, now is that time!

Darren Hockaday
Chairman

CROYDON A VOTE FOR

As I introduce our Renewal Proposal for the next five years, I can say with certainty that our town centre is not at the stage many of us expected or hoped it would be this time five years ago.

The events of the last year have accelerated levels of decline, bringing into stark reality the challenges we now all face in recovering from the impact that COVID-19 has had on our local economy. One thing in which we can be confident, however, is the resilience of the Croydon town centre community and its willingness to work together, firstly to identify the hurdles that need to be overcome and then to get things done.

Our resilience has been tested like never before. Through our combined efforts, we have worked hard to keep everyone safe and informed while tackling the operational needs of our town centre. I am thankful to each and every one of you for your support in doing what was needed to get us through this enormously difficult period.

Help for our struggling retail, hospitality and leisure sectors has been particularly important throughout this time and I am especially proud of the lead role Croydon BID played in securing a change in Government policy which resulted in greater financial support being provided to businesses nationally through our lobbying efforts and 'Raise the Bar' campaign.

Though the threat of COVID-19 remains, our focus now is on recovery – the single most important issue identified in consultation with our members.

As we reflect on the challenges facing Croydon, businesses have made it clear that the basic fundamentals, namely a safe, clean and attractive business environment are essential for success. Equally there is the need to go further and for firm foundations to be put in place for future sustainable growth.

Only now, as many of the restrictions of the past 18 months start to ease, does it feel like we can start to look to the future with a degree of optimism and confidence.

Together we can. Together we will.
VOTE YES

RESTORE

Our Chief Executive Matthew Sims on building greater confidence in Croydon

Over the next twelve months, our priority will be to restore even greater confidence and optimism by working together with you to address the most fundamental needs for a successful town centre, namely:

- Tackle high levels of anti-social behaviour and business crime through a dedicated programme of services and initiatives to reduce their impact
- Restructure and invest more into supporting the need for even cleaner, brighter streets
- Support a co-ordinated approach to address homelessness and street begging
- Reimagine and reactivate vacant units across the town centre in conjunction with partners and property owners
- Push for greater certainty on redevelopment of our town centre and in particular the Whitgift Centre
- Launch a campaign for the reclassification of Croydon's two main train stations from Zone 5 to Zone 4

We know the road ahead will not be easy and that uncertainty may continue for some time. It is therefore important that we remain realistic and focus on the improvements that are within our gift to deliver. Nevertheless, the BID team is committed to working hard to drive things forward and we are confident that through delivery of this plan and with your support over the next five years, sustainable economic growth and certainty can be achieved for our town centre.

Together, we will go beyond fixing the basics and strive for more. Croydon deserves it.

Matthew Sims
Chief Executive



THE VALUE

WE ADD

Serving the needs and interests of the business community is at the forefront of everything that we do and all of the projects and services we deliver are aimed at making a real difference to our town, enriching and enlivening the environment, enhancing its appeal and helping businesses to succeed.



Together we can. Together we will.
VOTE YES



SERVING THE NEEDS AND INTERESTS OF OUR BUSINESS COMMUNITY HAS BEEN AT THE HEART OF EVERYTHING THAT WE HAVE DONE OVER THE PAST FIVE YEARS IN ORDER TO CREATE A SAFE, WELCOMING AND APPEALING ENVIRONMENT THAT ENRICHES AND ENLIVENS CROYDON TOWN CENTRE AND HELPS IT TO GROW.



WE HAVE DELIVERED

20 17 - 2022



40,000 extra hours of dedicated town centre policing

5,100 extra hours of patrolling by our new Ranger teams since October 2020

£84,000 raised to provide direct support to Croydon's homeless

9,500 hours of additional dedicated deep cleaning, graffiti and gum removal

187,000 square metres of our key thoroughfares deep-cleaned

14,500 items of street furniture cleaned, graffiti and fly posters removed

24,300 plants introduced providing year-round colour

6,000 hours of festive lights across 10+ of our main streets

3,000 hours of diverse events and activities delivered, energising the town

380 event days delivered brimming with energy, vibrancy and talent

16,500 spectators at our big screen Wimbledon LIVE

100+ new pieces of colourful artwork transforming pockets of neglected space

394,000 visitors to our two websites supported by 17,000 social media followers

THE STORY SO FAR

220,000 of those living, working and visiting greeted by our Street Ambassadors

26,000 extra hours of information, advice and guidance provided by our Ambassadors

54m steps walked by our Ambassadors patrolling our town over the past five years

11,000 intelligence reports logged by our Ambassadors

400,000 communications issued across 200+ campaigns to keep businesses up-dated

£1.9m in grant funding secured for our businesses as a result of our 'Raise the Bar' campaign

20,000 business engagement visits to support businesses and keep them up-dated

1,000s of hours championing your needs and interests at local, regional and national level



COVID-19 OUR RESPONSE

Extraordinary times call for extraordinary measures and the events of the past 18 months have certainly demanded decisive leadership and exceptionally swift action to support individuals and businesses throughout the COVID-19 pandemic.

From the outset, through our combined efforts, our priority has been keeping everyone safe while addressing the operational needs of the area.

We have listened carefully to members' concerns and changing priorities and have put in place a series of practical initiatives to help businesses through these challenging times.

Keeping members updated on the latest information has been an essential part of our activity and the creation of our COVID-19 Hub has enabled businesses to access news, advice and reopening guidance, all via a central portal.

The impact of the pandemic has highlighted the need for our members' opinions to be heard at the highest levels and we will continue to strongly represent your views to safeguard the interests of businesses and the town centre.

In that regard, one highly significant and important demonstration of the added value that we have been able to provide is our triumph in securing a major change in Government policy that led to greater financial support being made available to our town's struggling retail, hospitality and leisure sectors.

Through the launch of our national 'Raise the Bar' lobbying campaign, we urged the Government to

increase the arbitrary £51,000 rateable value threshold to allow businesses to access vital financial support, without which many would have disappeared from our high streets.

Political leaders from across both sides of the House, 16 national trade bodies, the Greater London Authority, the London Chamber of Commerce and over 150 Business Improvement Districts nationwide added their backing to our campaign, which succeeded in attracting widespread media coverage and resulted in an important national policy change that benefited businesses nationwide.

For as long as the threat of COVID-19 remains, it may be some time before its full impact on our town centre is known.

One thing we are confident of, however, is the resilience of our business community and its willingness to work together to get things done.

We have the agility, tools and plans in place to be able to respond to the unfolding short and medium-term situation. Our future focus will continue to be on what is important to our members and where we can continue making most difference to ensure our town centre has the best possible opportunity to thrive in a post-Covid economy.

COVID-19 WHAT WE DELIVERED

We delivered practical initiatives and innovative solutions to support our business community throughout the pandemic:



NIGHT AND DAY RANGERS

New to the town centre in October 2020, we launched a team of uniformed Night Rangers to provide visibility, reassurance, confidence and support for those visiting and working in the area after dark. The introduction of a team of Day Rangers swiftly followed in December with each team working in pairs to provide support to businesses five days per week from Wednesday through to Sunday.

SIGNAGE

Creating an environment that has everyone's welfare and safety at its heart has been our priority. With support from the Reopening High Streets Safely Fund and in conjunction with the local authority, we produced a range of bright and highly visible signs, information towers, banners, posters and queue markers to provide practical advice and support for those visiting and operating in the town.

CLEANSING

With hygiene and safety at the top of everyone's mind, our cleansing team was out in force to support local businesses as the town centre prepared to reopen helping businesses to clean down their areas and treating over 1,600 items of street furniture with anti-viral agents.

BUSINESS PROMOTION

To support our members throughout these challenging times, we have utilised all our platforms to promote businesses, their offers and their discounts as well as highlighting the Eat Out to Help Out scheme.

COMMUNITY SUPPORT

Working with the private and public sectors, we worked with many partners to support our community in providing much needed support including 1,000's of free car parking spaces to all emergency services and key workers and access to food supplies.

COVID-19 HUB

Information is key and with no rule book for dealing with the challenging times we have all had to face, we created a COVID-19 information hub to keep members up-dated on the latest information, advice and guidance from the Government via a central portal.

A series of practical and sector-specific guides and toolkits was also developed with our partners to support businesses as the town centre reopened and to provide guidance on such topics as queue management.

CRISIS COMMUNICATIONS

Through our digital platforms, regular e-bulletins, video conferencing, face to face and telephone contact, we have kept our members up-dated with all the relevant information available locally and nationally, issuing a total of over 25,000 communications, 500+ tweets and 750+ updates to our 4,600 followers on our Check Out Croydon Facebook page.

CROYDON CHAMPIONS

In June 2020, we launched the Croydon Champions working in conjunction with Croydon Voluntary Action. A team of 89 volunteers was recruited to help welcome people back to the town centre and to offer support where it was needed. In two months, 267 volunteer hours were delivered by the Croydon Champions, an initiative that was highlighted as an example of best practice by the High Streets Task Force.

RAISE THE BAR HIGHLIGHTS



£1bn+

business support grants made available to businesses

£1.9m

discretionary grant fund secured to support Croydon businesses

£1.4m

PR equivalent value

9.9m

reached via 270+ media articles

WHAT COULD

BE LOST

IN SEPTEMBER, ALL ELIGIBLE BUSINESSES WITHIN THE CROYDON TOWN CENTRE BID AREA WILL BE INVITED TO VOTE ON WHETHER THEY WISH US TO CONTINUE WORKING ON THEIR BEHALF FOR FIVE FURTHER YEARS.

WITHOUT A MAJORITY 'YES' VOTE AT THE BALLOT, CROYDON WILL LOSE FIVE YEARS OF ADDITIONAL INVESTMENT AND IN FUTURE THERE WILL BE:



- **NO** Deep cleaning team removing gum, graffiti and jet washing
- **NO** Tailored business cleansing programme
- **NO** Commercial waste and recycling
- **NO** Improvements to the appearance of neglected areas
- **NO** Hanging baskets and colourful floral displays across the town
- **NO** Winter lights

- **NO** Attractive art installations brightening the streets
- **NO** Festivals and events such as Brickosaurs and Treat Out Croydon
- **NO** Street Live entertainment including Big TV screen events like Wimbledon Live
- **NO** Christmas markets
- **NO** Marketing and promotional campaigns to boost footfall
- **NO** Street Ambassadors



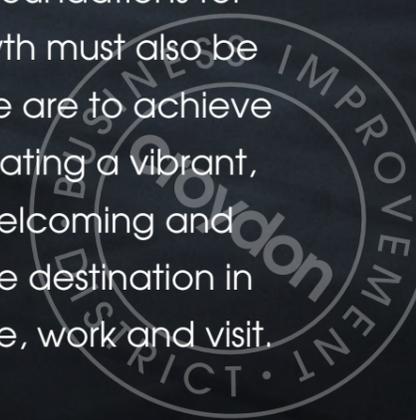
- **NO** Strong, representative voice
- **NO** Business updates, newsletters and digital communications
- **NO** Business networking events, briefings and forums
- **NO** Town centre data and insights
- **NO** Check Out Croydon loyalty card
- **NO** Targeted business promotions
- **NO** One stop shop to help resolve operational issues



- **NO** Additional police resource
- **NO** Targeted police operations eg against shoplifters
- **NO** Day and Night Ranger patrols
- **NO** Croydon BID Radio Link scheme
- **NO** Croydon Business Crime Reduction Partnership
- **NO** Business crime intelligence sharing
- **NO** Free security training and workshops
- **NO** Promotional safety campaigns

OUR PATH TO RECOVERY

A clean, safe, attractive and welcoming town centre environment is essential businesses tell us but firm foundations for economic growth must also be put in place if we are to achieve our vision of creating a vibrant, sustainable, welcoming and culturally diverse destination in which people live, work and visit.



Together we can. Together we will.
VOTE YES

CONSULTATION RESULTS

We pride ourselves on our regular communications and on-going dialogue with businesses in the town centre to ensure their needs are being met and their views and concerns are heard and represented.

As events of the past 18 months continue to impact even now on each and every one of us, never has there been a more important time to obtain our members' views on their immediate priorities and how we can continue supporting them over the next five years.

During March and April, quantitative and qualitative research was carried out among all our levy payers via on-line and hand-delivered surveys and through three independently facilitated video conferencing sessions. A total of 158 survey responses were received and the results have been utilised to help us shape our business proposal for 2022 – 2027.

WHAT YOU

TOLD US

WHEN CONSIDERING THE CHALLENGES FACING CROYDON, YOU TOLD US THAT ECONOMIC RECOVERY, SAFETY AND CROYDON'S ABILITY TO COMPETE WERE AMONG YOUR TOP PRIORITIES:

97%

of you rate recovery of the economy following the COVID-19 pandemic as a priority

93%

said Croydon Council's Renewal Plan and their financial ability to support the business community was important

97%

of you stated that feelings of safety and security for you, your business and staff is a priority

93%

of you rate the changing nature of retail across high streets and town centres as a priority

96%

of you said Croydon's ability to compete and subsequently grow in the future is a priority

85%

of you state that the re-development of the Whitgift Shopping Centre is a priority

WE ASKED YOU WHAT WAS IMPORTANT TO YOUR BUSINESS AS WE LOOK TO MOVE FORWARD, TOGETHER.

RESOLVE

97%

of you stated that we should play an active role in supporting the reduction in homelessness

RESOLVE

95%

of you would like Croydon BID to continue funding our additional, dedicated police operations

REFRESH

98%

said that continued funding of a dedicated deep-cleaning and jet washing service was important

REFRESH

96%

want us to collectively support the use of vacant units through alternative means

REVITALISE

97%

want us to create and deliver a programme of engaging events to attract footfall

REVITALISE

97%

want Croydon BID to support their business with advertising, marketing, PR and promotional campaigns

REPRESENT

96%

want regular communications on the issues that matter to inform your business

REPRESENT

94%

would like Croydon BID to continue to represent, lobby and influence on your behalf

THRIVE

95%

want Croydon BID to work in partnership with transport providers to improve access

74%

of businesses rated Croydon BID's contribution over the last 5 years as 'Very good' or 'Good'

OUR VISION

FOR CROYDON TO BE ONE OF THE MOST VIBRANT, SUSTAINABLE, WELCOMING AND CULTURALLY DIVERSE LOCATIONS IN SOUTH LONDON IN WHICH TO DO BUSINESS, WORK, LIVE AND VISIT.

OUR PURPOSE

An independent, business-led, business-funded organisation, we share a common vision with our members and key partners as we look beyond fixing the basics and put in place strategies and plans that will help Croydon town centre to grow and thrive.

As we begin to emerge from national lockdown restrictions and start to fully identify the repercussions that COVID-19 has had on our economy, our Renewal Proposal has recovery of the town centre at its heart.

On your behalf, we are committed to addressing the challenges the town centre faces with practical and innovative solutions, championing your interests on matters that most affect your business.

Our proposal highlights how through the delivery of innovative projects and services, we will manage not just fundamental needs but also deliver activities that enliven and enrich our town centre.

Together, we are committed to delivering value to the area in order to build firmer foundations for sustainable economic growth.

RESOLVE
PUTTING SAFETY FIRST

1

REFRESH
FRESHENING UP OUR STREETS

2

REVITALISE
BOOSTING OUR TOWN'S APPEAL

3

REPRESENT
CHAMPIONING YOUR INTERESTS

4

THRIVE
BROADENING OUR HORIZONS

5



WHAT WE WILL

DELIVER

Working together with our members, partners, suppliers and key agencies, we are committed to delivering a comprehensive programme of co-ordinated projects and initiatives designed to help forge an even stronger, more effective town centre community, improve our town's image, attract greater investment and help guarantee Croydon's future success.



Together we can. Together we will.
VOTE YES



THE CHALLENGE

Ensuring the safety and well-being of everyone in the town centre has always been high on our agenda but, in our experience and that of our members, the multitude of security issues currently facing the area has reached an unprecedented level.

Rising crime, aggressive street begging, street drinking and antisocial behaviour are all detrimental to the town and its reputation. The growing number of homeless and rough sleepers on the streets is also of mounting concern and is an issue that is deserving of everyone's attention.

The plain fact is, however, that none of these are matters that can be addressed overnight nor by any one single organisation. A concerted, collective response is what is needed to help resolve these issues and to create an environment in which people and businesses feel safe and happy to invest.

THE AIM

Over the next five years, our aim is to build upon the strong relationships that already exist within our community to see strategies developed and initiatives put in place that focus the necessary resources on deterring and tackling crime, providing reassurance to the public and giving businesses the tools and support they need to thrive.



1

RESOLVE

PUTTING SAFETY FIRST



Chief Supt. Dave Stringer, Commander, South Basic Command Unit (BCU), Metropolitan Police Service

The safety of all those within Croydon town centre is paramount. Feeling safe is of fundamental importance to each and every one of us, whether at home or out and about during the day or at night. Croydon, in common with many other areas, will face significant challenges as we come out of lockdown.

We are looking to make a significant impact on reducing crime and anti-social behaviour. We value and wholeheartedly support the leading, independent role that Croydon BID plays in representing the needs of the business community and the difference it makes in delivering partnership-led solutions to tackle criminal activities head-on."



1

RESOLVE

PUTTING SAFETY FIRST

Croydon's reputation and future success hinge upon its ability to attract and retain businesses, employees, residents and visitors who are assured of being safe and secure in the town.



WE WILL

INVEST IN YOUR SAFETY



To address the issues that are of increasing concern to our members, we will:

ADDITIONAL POLICE RESOURCES

Continue to fund extra police resource in the town centre to provide a visible, reassuring street presence, help deter and cut crime and support businesses through regular engagement and intelligence-sharing.

TARGETED POLICING OPERATIONS

Co-ordinate town-centre wide and individually-targeted security operations to crack down on shoplifting, anti-social behaviour and other forms of business crime in conjunction with the police and other agencies.

CO-ORDINATED ACTIVITY TO RESPOND TO HOMELESSNESS

Bring key partners together to identify the main issues and challenges associated with homelessness and support the development of a co-ordinated strategy to provide long-term solutions for those in need. Working with the private sector, we will also raise awareness of the issue and identify ways in which, together, we can provide support and additional funding.

ACTIVELY TARGET AGGRESSIVE BEGGING AND ANTI-SOCIAL BEHAVIOUR

Work with key partners to actively target aggressive street begging and anti-social behaviour so that its impact upon all those who visit, work and live in our town is minimised.

DELIVER A TEAM OF SAFETY FOCUSED DAY RANGERS

Fund a team of Day Rangers to provide advice, support and a reassuring, visible street presence for those who use our town centre during the day and to help businesses deter and tackle crime through regular engagement.

FUND A TEAM OF SAFETY FOCUSED NIGHT RANGERS

Fund a team of Night Rangers to support the town's evening and night-time economies through the provision of routine street patrols, advice and support for the public and regular engagement with and assistance for businesses to minimise the impact of anti-social behaviour.

OPTIMISE THE CAPACITY OF CCTV IN THE TOWN CENTRE

Optimise the operational capability of the town centre CCTV system to ensure it is fully utilised to its maximum capacity as a vital tool in the armoury for combating and deterring crime in the town centre.

SUBSIDISED MEMBERSHIP TO THE CROYDON BID RADIO LINK

Reinforce the benefits of a collective effort towards tackling crime, by providing subsidised membership of the Croydon BID Radio Link scheme to all town centre businesses. We will expand its use and provide staff with a highly effective tool for reporting issues through rapid intelligence sharing and contact with our Ranger teams.

CROYDON BUSINESS CRIME REDUCTION PARTNERSHIP

Continue to keep businesses up-dated with the latest information and intelligence on crime, anti-social behaviour and repeat offenders via our sector-specific partnerships, enabling members to work collectively towards creating a safer town centre environment.

OFFER FREE TRAINING, ADVICE AND SUPPORT WITH BUSINESS RESILIENCE

Develop a suite of conflict management, cyber security and counter terrorism workshops and training sessions to provide you and your staff with the advice and information required to tackle crime and support you with business resilience.

DELIVERY OF PROMOTIONAL SAFETY CAMPAIGNS

We will develop a series of promotional campaigns to highlight the success and progress of crime reduction initiatives in the town centre, provide reassurance and help improve overall perceptions of safety.

WE HAVE

40,000

hours of additional, dedicated town centre policing

5,100

hours of additional patrolling through our new Ranger team since October 2020

£84,000

raised in providing direct support to those homeless in Croydon

THE CHALLENGE

The value of a clean, well-maintained and welcoming environment should never be underestimated when it comes to attracting and retaining businesses, employees and visitors.

Appealing outdoor spaces and streets that are dirt and rubbish-free go a long way towards shaping perceptions and creating a town centre in which we can all be proud.

For busy urban environments such as ours, keeping the streets permanently fresh and clean is a costly and never-ending challenge.

But the importance of maintaining Croydon's appeal is now far greater than ever our members tell us, as the town grapples with growing amounts of dirt and grime, the number of vacant premises and empty areas of land continue to rise and re-development, by its very nature, continues to disrupt daily life.

THE AIM

Over the next five years, our aim is to intensify our street cleaning and recycling services to support and meet the growing needs of the town centre business community. Working with our members, key partners, landlords and property owners we also aim to introduce projects that will refresh and enhance our town spaces through the addition of vibrant floral and art displays, while transforming the use and appearance of vacant commercial properties to improve the look and feel of our streets and provide an extra dimension to what is on offer.

2

REFRESH

FRESHENING UP OUR STREETS

Kevin Dewick, Area Director, HSBC

Croydon BID brings added value to our town centre community at a time when businesses are increasingly under unprecedented pressure. The BID team consistently demonstrate enormous commitment towards creating a clean, safe, comfortable and attractive environment for all those in the town as well as providing lively programmes of entertainment and colourful art and floral installations, which not only serve to challenge preconceived notions of Croydon as a concrete jungle but also help to improve everyone's experience of the area, all of which can only be for the good of those doing business here.

REFRESH

FRESHENING UP OUR STREETS

Attractive outdoor spaces and streets that are clean, vibrant and welcoming are all key factors in helping to shape first impressions of our town amongst all those who use it and play an important role in the drive to attract and retain investment and ensure economic growth.



WE WILL

INVEST IN BRIGHTER STREETS



ADDING VIBRANCY AND COLOUR

Enhance and expand our annual programme of adding an abundance of colour to our streets through the provision of hundreds of hanging baskets and improved planting and maintenance of prime sites at key entry points into the town centre, to add vibrancy to the area and improve the town's appeal.

PUBLIC REALM IMPROVEMENTS

Invest in a co-ordinated programme of public realm improvements across the town centre to address the basic need to freshen up the appearance of neglected street furniture including bollards, seating areas and railings, in an effort to improve standards, transform the appearance of public spaces and create a positive impression.

ENHANCING VACANT PREMISES

Develop a programme of activity with our members, key partners, landlords and property owners that dresses or makes new vacant commercial premises to bring them back to life, provide a new, additional dimension to what is already on offer in the town and to transform the appearance of tired and empty spaces.

WINTER LIGHTS

Continue to support the town centre business community during the peak winter shopping season by funding the installation of an annual winter lights scheme adding colour and vibrancy to 10+ key streets across our town.

WE HAVE

9,500

hours of additional, dedicated town centre jet-washing, deep cleaning, graffiti and gum removal

187,500

square metres of our most popular streets deep cleaned removing dirt, stains and general grime

24,300

plants added to the town centre offering year-round colour and vibrancy

6,000

hours of winter illuminations delivered across 10+ major streets, kick-starting the festive season

To address the issues that are of increasing concern to our members, we will:

DEDICATED STREET CLEANSING SERVICE

Step-up our approach towards tackling grime, graffiti, gum and fly-tipping in the town centre by boosting investment in our dedicated deep cleansing and jet washing service to improve the look and feel of our main thoroughfares and help enhance the experience of all those visiting, working and living in Croydon.

TAILORED BUSINESS CLEANSING SERVICE

Deliver a targeted business cleansing service for our members tailored specifically to meet their individual needs and tackle such issues as cleansing shop fronts and graffiti tag removal, at no additional cost.

COMMERCIAL WASTE AND RECYCLING SERVICE

Provide a subsidised commercial waste and recycling service for our town centre community, designed to reduce business costs by offering access to a wide range of discounted services seven days a week, while supporting the environment.

IMPROVING NEGLECTED AREAS

Identify tired and run-down areas that can be transformed and brought back into use through the introduction of colourful, creative art projects and installations that freshen up and add vibrancy to the town's appearance while helping to reduce the risk of criminality.

THE CHALLENGE

Creating and maintaining a more welcoming, relaxing and enjoyable environment for everyone is crucial when it comes to increasing Croydon's appeal, boosting visitor numbers and revitalising the local economy. The twin challenges of attracting people into our town centre and managing their experience and perceptions of it while in the midst of what was initially expected to be a five-year redevelopment programme have long-since been recognised by our members.

But the combined effects of a slowdown in the pace of Croydon's regeneration along with the downturn last year in our economy have accelerated the decline in our local street scene with derelict areas of land and more commercial premises than ever now standing empty and reductions in footfall due to, a switch in people's shopping, working and socialising habits.

THE AIM

Over the next five years our aim is to inject extra life, energy and colour into our town through the creation of attractive outdoor spaces and expansion of leisure time events and entertainment, such as our highly popular Brickosaurs Trail and giant TV screens. Seasonal and sector specific campaigns will add further support, providing a valuable extra dimension to the town centre experience. We will continue to build on Croydon's reputation as an up-and-coming place in which to invest by utilising new and existing communication platforms to promote everything the town has to offer, as well as through our planned support for Croydon's London Borough of Culture 2023 celebrations.

3

REVITALISE

BOOSTING OUR TOWN'S APPEAL



Jo Bailey, Centre Manager, Centrale Shopping Centre

The pandemic has been undeniably tough on our town centre and the economy, but the last 18 months have also really highlighted the importance of community and supporting one another. As restrictions ease and Croydon comes to life once again, Croydon BID's work to create an experience to be proud of in the heart of town is more important than ever.

Centrale and Whitgift Shopping Centres have recently collaborated with Croydon BID to deliver BRICKOSAURS, a family focused event throughout the summer holidays. This forms part of a wider programme of exciting events and activities, designed to enliven our town centre and deliver for the people of Croydon. The BID plays an important role in the town's recovery by restoring confidence; supporting businesses; and bringing people back to our city centre.



REVITALISE

BOOSTING OUR TOWN'S APPEAL

Creating and maintaining an improved and enjoyable town centre experience for all those who visit, work and live in the area will contribute significantly towards enhancing people's perceptions of Croydon, increasing footfall and raising the town's profile.



WE WILL

CREATE A BETTER IMPRESSION



SEASONAL EVENTS AND ENTERTAINMENT

Deliver a mixture of lively entertainment and seasonal and targeted sector-specific events such as Brick Live Safari, Brickosaurs and Treat Out Croydon Food and Drink week to add extra vibrancy to the town centre, increase its appeal and encourage people to spend more time here.

MARKETING AND PROMOTION

Increase our promotional and marketing support for the town centre, delivering sector specific campaigns such as our recent Treat Out Croydon, to raise awareness of the town's wide retail, hospitality and leisure offer and to attract new visitors and encourage people back.

TARGETED BUSINESS PROMOTIONS

Enhance our capacity to support members' promotional needs with further targeted activity, across print and digital platforms such as social media campaigns and our seasonal guides in order to attract and drive up customer numbers at no additional cost.

TARGETED RESIDENTIAL CAMPAIGNS

Capitalise on the rise in our town centre's residential population by delivering dedicated promotions that raise awareness of everything the town has to offer and encourage people to discover and re-discover what is available during the day and at night.

LONDON BOROUGH OF CULTURE 2023

Work with our partners to develop and deliver a programme of memorable activities that help to underline Croydon's growing arts, music and cultural reputation and showcase everything that it has to offer in order to capitalise on the significant commercial opportunities available to the business community during Croydon's London Borough of Culture 2023 celebrations.

WE HAVE

380+

event days, delivering a diverse range of activities full of energy, vibrancy and talent

100+

new pieces of art added across the town centre transforming pockets of neglected spaces into vibrant, colour filled masterpieces

394,000

visitors to our two websites supported by 17,000+ social media followers designed to promote your business and our community

220,000

people who live, work and visit our town centre greeted by our team of Street Ambassadors

To address the issues that are of increasing concern to our members, we will:

REVITALISE EMPTY PREMISES

Explore with our partners, landlords and property owners, the potential for introducing creative and innovative new temporary uses for empty premises and vacant plots of land across the town centre to expand and improve upon the range of leisure time activities currently available to those visiting, working and living here.

APPEALING ART INSTALLATIONS

Add to the cultural experience of our town through the introduction of further stunning public art displays and colourful installations such as the giant Otto Schade mural on Katharine Street to help visually transform entire areas, revitalise empty sites and leave everyone with a positive, lasting impression.

THE CHALLENGE

As the town centre starts to emerge from one of the most difficult trading periods in living memory, championing the needs, views and concerns of our members is more important than ever.

While the pandemic's impact on our town centre may not be fully realised for some time to come, reductions in public expenditure and a slowdown in the town's regeneration programme present considerable challenges for the local business community which in turn underlines the need for hard decisions and swift and collective action to be taken.

Through our campaigning efforts on behalf of the town centre, we have successfully demonstrated the enormous benefits that can be derived when organisations work together at a local, regional and national level, achieving far more than any one individual organisation is able to do on its own.

THE AIM

To build on these achievements, we will continue to develop and maintain strong working relationships with policy makers and influencers, ensuring that the business community's views are robustly represented at the highest levels. Regular engagement with our members and ensuring that they are kept up-dated on the latest news, developments, issues and policy changes will also be key in the drive to forge an even stronger, more dynamic and effective town centre community and help guarantee Croydon's future success.

4

REPRESENT

CHAMPIONING YOUR INTERESTS



Nick Smith, Owner, The Ludoquist

The Ludoquist has always been about community – and when Covid hit, it was clear to us that community was going to be more important than ever. Croydon BID helped co-ordinate local hospitality businesses so that we largely worked with each other in a supportive way through the pandemic, rather than in competition. BID also worked successfully to raise our concerns and challenges at not just a local but a national level, tapping into the wider hospitality community outside Croydon to pressure government.

The next few years are likely to be not much easier for Croydon than the last one, and we're delighted that there is such a strong team in place to continue to represent and inform businesses like us."



4

REPRESENT

CHAMPIONING YOUR INTERESTS

Representing members' interests and ensuring their views and concerns are heard will be more important than ever as our town begins to recover from the devastating impact of COVID-19 while continuing to grapple with the protracted upheaval of regeneration.



WE WILL

BRING BUSINESSES TOGETHER



BUSINESS EVENTS AND FORUMS

Continue to deliver a series of regular, high-profile briefings, networking and sector-specific events such as Link-UP and Spotlight featuring prominent keynote speakers to provide members with the chance to learn at first-hand about the issues affecting our town centre as well as the opportunity to connect, discuss and ask questions.

REGULAR COMMUNICATIONS

Increase our capacity to use a range of print and digital platforms, including social media and regular e-bulletins to further develop a sense of community among town centre businesses. We will keep them up-dated on the latest news and progress being made within the area and provide additional promotional support through spotlight interviews and venue reviews.

BUSINESS RATES REFORM

Support the campaign for an overhaul of the outdated business rates system so that it better reflects our business community and acknowledges the imbalance in taxation between digital and high street business. Through our lobbying efforts at a local, regional and national level we will collectively push the Government into taking action and making a long-overdue decision which is now even more important in light of the challenges facing our high streets.

ONE STOP SHOP

Continue to serve as a vital 'one stop shop' for businesses, utilising the BID team's vast knowledge, experience, skills and contacts to help tackle and resolve any day-to-day operational issues while enabling members to continue focussing on what they do.

WE HAVE

400,000

communications issued from over 200+ campaigns to keep you up to date and informed on the latest news, events and promotions

£1.9m

secured discretionary grant fund to support Croydon businesses thanks to our national 'Raise the Bar' campaign

20,000

business engagement visits to keep you informed, up-dated and offering pro-active support when you need it

1000's

of hours representing your needs, influencing policy and direction at local, regional and national meetings

To address the issues that are of increasing concern to our members, we will:

CHAMPION YOUR INTERESTS

Identify and understand the medium and long-term challenges that our members face and work with you and our partners to ensure your views are strongly and widely represented within key local forums such as the Local Strategic Partnership Group and Joint Advisory Group as well as regionally via the Greater London Authority. As part of the Business Improvement District network of over 300 BIDs, we will also continue to ensure members views are heard at a national level in the drive to secure positive outcomes for the town centre.

LOCAL INSIGHTS AND MONITORING

Continue to invest in data and intelligence gathering platforms such as footfall cameras, Mastercard expenditure data and transport data as well as sector specific surveys to provide members with valuable insights and up to date information on customer shopping and travel trends, for example, enabling them to plan ahead and make better informed business decisions.

THE CHALLENGE

As we face up to the immediate challenges confronting the town centre, it is equally important to consider our long-term aspiration for Croydon and the pivotal role the business community can play over the next five years and beyond in reshaping and reinventing our town, taking account of changes in people's work, shopping, travel and socialising habits, in order to maximise its future success.

Our town is finally beginning to shake off its unfashionable image, as a mixture of modern residential, office and retail developments start to replace the outdated office blocks of the 1960s.

And with its growing reputation as a digital tech hub and a burgeoning arts, music, and cultural scene, the town's transformation is steadily under way – a change that will be reinforced further this autumn with the arrival of the proposed new town centre university campus.

THE AIM

Building on the key cornerstones of our proposal, our ultimate aim is for Croydon to evolve into a modern, thriving, ambitious and vibrant urban environment in which businesses and residents alike can happily co-exist and be proud, visitors are keen to return to and into which people and businesses continue to invest.

It is an ambition that is likely to take far longer than five years to achieve and we know the road ahead is unlikely to be easy but we remain realistic about what we are able to achieve.



5

THRIVE BROADENING OUR HORIZONS



Richard Plant, Partner, Stiles Harold Williams

When I look out across the town centre, I am optimistic for the future given the number of cranes across our skyline, progressive development plans and the clear opportunity Croydon has to grow as a destination. As we look to the future, working together, we need to harness the growth potential of Croydon, boosting its appeal to investors. Croydon BID's demonstrate clear and confident plans as we look to recover including the reclassification of our town main train stations from zone 5 to zone 4 which will I am sure help to make Croydon an even more attractive prospect



5

THRIVE

BROADENING OUR HORIZONS

Improving people's perceptions and experiences of Croydon and creating and maximising new opportunities to help increase its appeal will be central to our efforts to build a stronger, more dynamic and thriving town centre.



WE WILL

ENABLE CROYDON TO THRIVE



RECLASSIFICATION FROM ZONE 5 TO ZONE 4

Continue promoting the benefits of Croydon's unrivalled transport connections to all those who live, work and do business here while campaigning for reclassification of the town's two main train stations from Zone 5 to Zone 4, to help make Croydon an even more attractive prospect.

UNBLOCKING THE CROYDON BOTTLENECK

Lobby with our partners for early development and implementation of an action plan to enable Network Rail to unblock the Croydon bottleneck to provide Brighton mainline passengers with more reliable, frequent and faster services and deliver much needed capacity for further growth.

ATTRACTING INWARD INVESTMENT

Support the creation and delivery of an inward investment strategy with our partners to capitalise upon Croydon's growing reputation as a good place in which to invest and independently identify and target opportunities across all sectors to improve and expand on what Croydon currently has to offer.

INFLUENCE FUTURE REGENERATION PLANS

Push for greater clarity and certainty over plans for the town's redevelopment by securing a commitment from our partners, landowners and developers to provide greater communication, consultation and information on the future direction of our town to help business owners plan for the future and maximise their success.

To address the issues that are of increasing concern to our members, we will:

PROMOTING CROYDON

Continue to build on Croydon's growing reputation as an up-and-coming place to be, by promoting the area's unique qualities, characteristics, diversity and history. Working together with our members and partners, we will seek out opportunities to raise and maintain our town's profile and counter negative opinions to enhance people's perceptions and experience and provide investors with the confidence they need.

EXPLORING NEW AND ALTERNATIVE USES

Commission an independent study to identify alternative uses for vacant spaces across the town centre to help revitalise the retail core of the area and identify opportunities for short and medium term growth.

Working with our partners, landlords and property owners, we will look to expand and improve upon the range of amenities currently available to increase the town's appeal and ultimately boost footfall.

SUPPORTING HOSPITALITY

Ensure our evening and night-time economy sector is better informed and well-placed to thrive in future, by commissioning an independent study into the needs, expectations and demands of those who visit, work and live in the area in order to identify potential opportunities for the future. Along with our partners, we will then deliver a programme of activity designed to create the appropriate environment to maximise sustainable growth.

WE HAVE

£1bn+

grant fund secured to support businesses with a rateable value of £51k+, supporting tens of thousands of businesses, thanks to our national 'Raise the Bar' campaign

£10m+

reach, nationwide, of our national 'Raise the Bar' campaign, shining a light on the need for greater financial support from the Government

15,000

signatures petitioning the Government, supporting our campaign to 'Raise the Bar'

BUDGET

An indicative five-year budget has been prepared based on the ratings list (2021-2022) as supplied by Croydon Council at the time of writing this business plan.

Recognising the challenges facing Croydon and our collective need to recover from the impact of the COVID-19 pandemic, Croydon BID is making the pledge to freeze its levy at 1% of the rateable value of each hereditament* and is committed to containing costs and achieving savings wherever possible.

The Croydon BID levy will raise £4.5 million to be spent exclusively in the BID area over its five-year term. Furthermore, Croydon BID will work with partners and stakeholders to supplement its annual income to allow greater delivery against the priorities you have identified.

The Croydon BID budget will be allocated proportionately against the priorities identified within the Renewal Proposal 2022-2027.

Decisions on expenditure and budget allocation will be governed by the Croydon BID Board which is a cross sector representation of our membership. These decisions will always be based on the need to offer maximum value to Croydon BID levy payers and the town centre and will be recorded accordingly.

- The budget has been based on an estimated collection rate of 95%.
- The Croydon BID levy is collected by our agent Croydon Council. The levy collection charge is £19,000 per annum, which amounts to 2.2% of the annual levy and £35 per hereditament.
- Management and overhead costs of Croydon BID include all staffing, office accommodation, levy collection charges and legal and accountancy costs associated with running the BID.
- The budget will remain flexible to allow for changes within the BID area that may arise as a result of changing economic and environmental factors, adjustments to business rates values and other unforeseeable events beyond our control

NB Levy collection charges will be reviewed by Croydon Council and Croydon BID annually taking into account the number of levy payers per calendar year.

*Rateable business unit

Croydon BID Indicative Budget 2022-2027

Income (£)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
BID Levy Income (95% collection rate)	858,107	858,107	858,107	858,107	858,107	4,290,535
BID levy from previous years	12,000	12,000	12,000	12,000	12,000	60,000
Contributions	30,250	30,250	30,250	30,250	30,250	151,250
Total Income	900,357	900,357	900,357	900,357	900,357	4,501,785
Expenditure (£)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Resolve	222,000	222,000	222,000	222,000	222,000	1,110,000
Refresh	180,500	180,500	180,500	180,500	180,500	902,500
Revitalise	170,000	175,000	170,000	165,000	170,000	850,000
Represent	80,000	80,000	80,000	80,000	80,000	400,000
Thrive	40,000	35,000	35,000	35,000	35,000	180,000
Overheads inc staff	219,250	219,250	219,250	219,250	219,250	1,096,250
Total Expenditure	911,750	911,750	906,750	901,750	906,750	4,538,750
Surplus/ (Deficit)	-11,393	-11,393	- 6,393	-1,393	- 6,393	
Surplus bought forward from previous year	50,000	38,607	27,214	20,821	19,428	
Surplus to take forward	38,607	27,214	20,821	19,428	13,035	

GOVERNANCE

Croydon BID is an independent, not-for-profit company limited by guarantee, governed and chaired by the Croydon BID Board.

The Board provides strategic direction and input and is responsible to stakeholders for the conduct, performance and due governance of the BID Company. It is also responsible for setting the annual budget and monitoring finances throughout the course of the year. Membership of the Board is voluntary and directors are unpaid.

The structure of the Board reflects the number and types of business in the town centre and consists mainly of BID levy-paying businesses or statutory service providers. From time to time, the Board may co-opt new members or invite observers to Board meetings.

The work of the Board is supported by a series of committees whose membership is drawn from the wider BID stakeholder community. Each committee is chaired by a Board member and meets to drive forward the work of the BID, on a project-by-project basis.

The BID's finances are independently audited and reviewed each year and are presented in the Annual Report & Accounts and at the AGM to which Croydon BID levy payers are invited.

It is important that the activities of the BID represent additional value above and beyond public services already provided by the local authority and other public sector partners. To that end, Croydon BID has entered into several baseline agreements with Croydon Council to clearly define the levels of service that can be expected from the local authority.

A formal Operating Agreement has been entered into with Croydon Council that defines all of the contractual arrangements for collection and enforcement of the BID levy. For further details on these visit www.croydonbid.com.

THE CROYDON BID BOARD

Darren Hockaday Chair	Phil Crawley Marks & Spencer Croydon	Maxine Maatsankofa HM Revenue & Customs	Cllr Manju Shahul-Hameed Croydon Council
Jonathan Sharrock Coast to Capital	Mark Davis Trams for London (Transport for London)	Caireen Mitchell Croydon College	Stephen Tate* Croydon Council
Joanne Bailey Centrale & Whitgift Shopping Centres	Dominic Glanz Unibail-Rodamco- Westfield	Richard Plant Stiles Harold Williams	Carol Squires* Croydon Council
Janet Borrow Company secretary	Caroline King Superdrug	Ian Stephenson McDonalds	Inspector Steve Warnes* Croydon Metropolitan Police Service
Martin Corney The Whitgift Foundation		Andrew Taylor Mr. Fox & Parliament Bars	

* Observer

THE CROYDON BID EXECUTIVE TEAM

Croydon BID is managed by a small executive team that is responsible for planning and delivering all of the BID's projects and services, drawing on the support and expertise of the local business community. The team currently comprises:

Matthew Sims Chief Executive	Shaun Webster Head of Operations	Keely Dench Business Engagement Manager	Cheryll Wright Business Crime Reduction Manager
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In addition, the BID team directs and oversees the services provided by its Street Ambassadors, Day and Night Time Rangers and street cleaning contractors.

LEVY RULES AND REGULATIONS

The BID levy is a mandatory charge, enforceable in the same way as non-domestic rates, following a successful ballot.

- The BID levy is the principal source of income for Croydon BID.
- The term of the BID will be 1st April 2022 to 31st March 2027.
- The levy will be set at 1% of the relevant rateable value of each hereditament* within the BID area valued at £40,000 or more.
- There are no exemptions or discounts to the levy for charitable status, mandatory rate relief or businesses paying other service charges.
- Currently the number of businesses within the BID area is 550, who will be eligible for the vote and to pay the levy.
- All premises with a rateable value of less than £40,000 within the BID area will be exempt from paying the levy and therefore will not be eligible to vote in the ballot.
- The levy will be due on 1st April each year and will be payable in full in one single instalment.
- There will be no refund if the BID levy payer vacates the premises during the year, therefore steps should be taken where appropriate to apportion liability with incoming tenants, landlords or freeholders.
- Hereditaments will be charged as at 1st April 2022 ratings list. Where new properties come into the ratings list, or mergers or splits occur, the hereditament will be charged as per the current ratings list at that time.
- Where a property is empty, the levy liability will transfer to the eligible ratepayer which may be the property owner.
- Before the end of the five year term Croydon BID Board may seek renewal of the BID for a further five year term, through a renewal ballot.

*Rateable business unit

WORKING OUT YOUR BID LEVY

To calculate the amount of levy payable, simply multiply by 0.01, the rateable value of your business unit based on its rateable value as at 1st April each year.

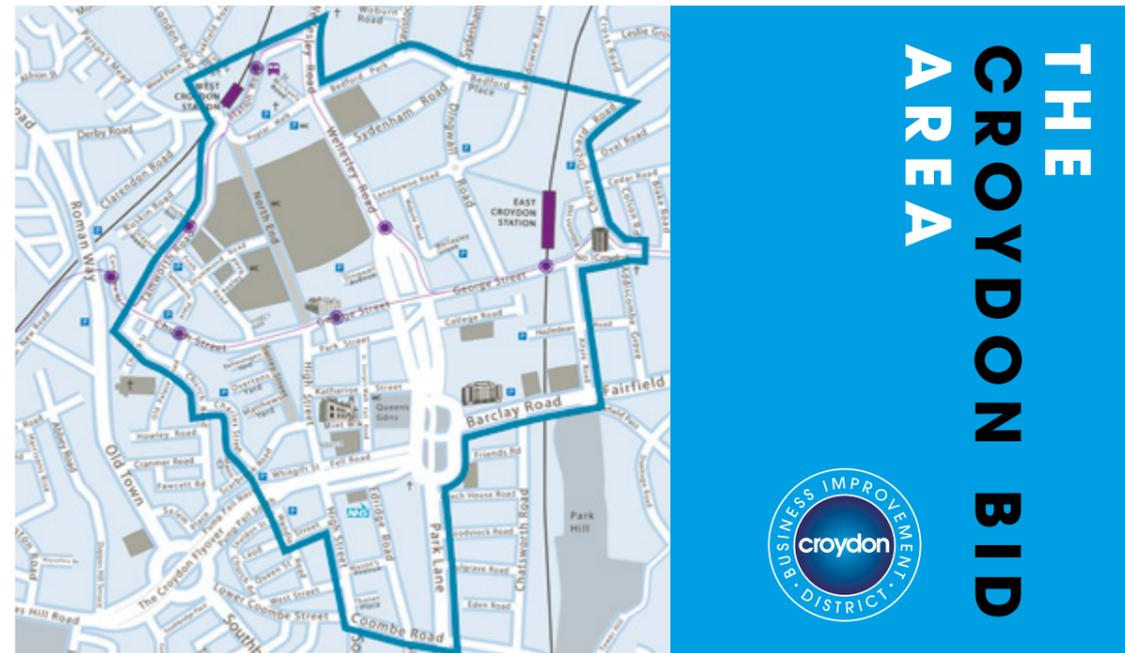
If you are unsure of your rateable value, please contact the Croydon BID Team on 020 8603 0050.

Typical rateable value	Annual BID levy
£40,000	£400
£50,000	£500
£100,000	£1,000
£500,000	£5,000
£1,000,000	£10,000

COLLECTION OF THE BID LEVY

Arrangements for the collection of the BID levy are set out in a formal Operating Agreement between Croydon BID and Croydon Council (for details visit www.croydonbid.com). These arrangements are governed and administered within the guidelines set out in the BID (England) Regulations 2004.

Croydon Council will be responsible for collecting the BID levy on behalf of Croydon BID. The levy will be collected in one instalment due on 1st April each year and held in a separate account solely for Croydon BID. Enforcement measures for collection of the BID levy are detailed in the Operating Agreement between Croydon BID and Croydon Council.



ALTERATION OF THE BID ARRANGEMENTS:

The streets and hereditaments to be included in the BID area may change due to alterations in Croydon Council's rating list. Rateable business units may additionally be included if their rateable value, at any time during the BID period, meets or exceeds £40,000 or they are newly added to the ratings list and the rateable value threshold criteria is met. They may also be excluded from the BID area and BID levy charge in cases where amendments are made to the ratings list that either remove rateable units from the list or alter the

rateable value to below £40,000. BID arrangements may be altered without an alteration ballot as long as there is no proposal to alter:

1. The geographical area of the BID
2. The BID levy in such a way that would:
 - cause any person to be liable to pay the BID levy who was not previously liable to pay;
 - increase the BID levy for any person other than for inflation purposes.

THE BALLOT

The Croydon BID ballot will run from 20th September 2021 to 21st October 2021, giving you the chance to vote on our business proposal and determine the future of Croydon BID.

Croydon BID must receive a YES vote from the majority of our voting members in the ballot, both by number and by the total rateable value of those businesses who cast their vote.

- The ballot is a confidential postal ballot
- To ensure neutrality, Croydon Council will be responsible for the administration, management and delivery of the ballot
- A voting paper will be sent to you for each business unit that you own or occupy that has a rateable value of £40,000 or more
- Where a business has more than one business unit with a rateable value of £40,000 or more, it will receive a ballot paper for each individual unit
- Each ballot paper counts as one vote. It is therefore important that **EVERY voting paper** is completed and returned

THE VOTE

- A notice of impending ballot will be issued on **6th September 2021**
- Your ballot paper will be distributed on **20th September 2021** when the ballot opens
- You will need to cast and return your postal vote by **5pm on 21st October 2021**
- The result of the Croydon BID ballot will be announced on **22nd October 2021**

**Your business.
Your town centre.
Your decision.
VOTE YES**

KEY DATES:

6th September 2021
Notice of ballot published
by Electoral Services

20th September 2021
First day of ballot period

21st October 2021 at 5.00pm
Last day of ballot period -
deadline for receipt of
ballot papers

22nd October 2021
Announcement of result



**Croydon Town Centre Business
Improvement District**

Saffron House
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15 Park Street
Croydon, CR0 1YD

T: 020 8603 0050

E: info@croydonbid.com

W: www.croydonbid.com



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Your business.
Your town centre.
Your decision.
VOTE YES

KEY DATES:

6th September 2021
Notice of ballot published
by Electoral Services

20th September 2021
First day of ballot period

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22nd October 2021
Announcement of result

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TOGETHER WE CAN
TOGETHER
**WE
WILL**

**2022-2027
BUSINESS PROPOSAL**



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LET'S MAKE IT HAPPEN