



VOTE
YES
FOR A BRIGHTER
BEXLEYHEATH

BEXLEYHEATH
BID RENEWAL
2021 - 2026

**Enjoy**
Bexleyheath
Shop. Celebrate. Stay.

Business Improvement District



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FOREWORD

The Bexleyheath BID is now approaching the end of its second term following the unprecedented challenges that Covid 19 has brought to the local businesses of Bexleyheath. The BID was established to support the interests of businesses operating within the Bexleyheath Town Centre, therefore never has there been a more crucial time for the BID to champion your interests as now, when we must do all that we can to re-launch the town and bring success to every business that we represent.

Throughout this second term, we have delivered tangible results, many of which are covered within this proposal. In achieving these results, strong working relationships have evolved and developed both with the local businesses and the Local Authority. Those business relationships are now critically important and place the BID in a very strong position to be the mouthpiece for communicating with key stakeholders as we move out of the Pandemic. Bexleyheath BID is now uniquely placed to protect your interests and revive the economic prosperity and development in and around the Town Centre.

The BID has a knowledgeable Manager in Caron Linyard, who has significant experience in retail and understands first hand as to what is required to give businesses the support that they need.

Whilst the commencement of the third term will focus on providing support coming out of 2020/21. Our emphasis will continue to be given on marketing and promoting Bexleyheath, along with providing Police support in order that everyone can work and shop within this great town in a safe and peaceful environment.

As we enter this third term, it is vital that Bexleyheath BID is at the forefront of reviving our local businesses fortunes, and the BID team are committed to providing the support that you need.

Rai holdstock
Bexleyheath BID Chairman



Rai Holdstock
Bexleyheath BID Chairman



VOTE YES
FOR A POSITIVE FUTURE

THE BEXLEYHEATH BID

Since 2011 Bexleyheath BID has delivered a variety of activities and services designed to build the profile, safety and economic success of Bexleyheath Town Centre.

Bexleyheath BID covers virtually the entire Town Centre and represents approximately 230 levy payers including well-known brands and independent businesses in the retail, leisure and hospitality sectors. Bexleyheath BID employs one full time and one part-time member of staff, to deliver the services and activities laid out in our business plan.

Decisions are made by our Board of Directors who represent the variety of businesses in our community. Membership of the Board is voluntary and directors are unpaid.

If you would like to find out more information about membership of the Board or are considering becoming a member please contact the BID team (email info@bexleyheathbid.co.uk).



Caron Linyard
BID Manager



Angie Wisdom
BID Ambassador



Rai Holdstock
BID Chairman

“ *At a time when consumer shopping habits and expectations continue to change, and with other local towns and shopping centres competing for the same consumers, Bexleyheath BID's role is more important than ever.* ”

Peter Marshall, The Kings Arms



VOTE YES

FOR A SAY IN BEXLEYHEATH'S FUTURE



Greg Abbott

BID Finance Director
Franchisee, McDonald's
Bexleyheath



Tufail Ahmed

BID Director
Store Manager, M&S
Bexleyheath



Paul Brown

BID Director
Business Manager
Barclays Bank



Sean Doyle

BID Director
Manager, Morleys
Bexleyheath



Louie French

BID Director
Councillor London
Borough of Bexley



Pete Marshall

BID Director
Owner, Kings Arms
Bexleyheath



Mehul Patel

BID Director
Boots Opticians
Bexleyheath

The Bexleyheath BID Board provides strategic direction and oversees the delivery of the BID initiatives set out in the BID business plan. The Board is comprised of representatives from levy-paying businesses. The BID team, are responsible for the delivery of the BID business plan, supports the Committee and works to implement programmes and projects.

VOTE YES
FOR GREAT BUSINESS IN BEXLEYHEATH

A MESSAGE FROM THE BEXLEYHEATH BID TEAM

The past 12 months took us all by surprise, but I am very proud of all the efforts that the BID Team and the BID Board put into action in 2020. We had, prior to the pandemic been able to introduce new events, markets, and training schemes for the businesses in Bexleyheath.

From March 2020 our plans shifted, but we have every faith that if the BID is renewed, we will be able to continue our work to make Bexleyheath a great destination to visit. We have exciting plans for events, markets and other exciting opportunities to bring footfall into the town. We also want to explore more alfresco seating or parklets in the pedestrianised area to be more welcoming and family-friendly.

*We thank all the businesses in Bexleyheath for their support over the past 5 years, and we hope you will **Back the BID** for our renewal in 2021.*

If you would like to discuss our business plan or if you would be interested in joining the Board, please do not hesitate to get in touch.



Caron Linyard
Bexleyheath BID manager



Angie Wisdom
Bexleyheath BID ambassador

Working with Bexleyheath BID has been a real eye-opener to understand everything that goes on behind the scenes in managing a town centre.

Although 2020 has not been about events and celebrations, there has been lots to do, giving local businesses both large and small our support during the pandemic.

Looking to the future we really want to bring back a buzzing events calendar, and be here to see the businesses on our high street not just survive, but to thrive.

VOTE YES FOR A VOICE FOR YOUR BUSINESS

WHAT WILL BE LOST?

WHAT WILL BE LOST IF BEXLEYHEATH BID IS NOT RENEWED?

- No dedicated Town Centre Police
- No town centre radio scheme to monitor and combat crime on our high street
- Reduced or no Christmas lights scheme, and no town centre Christmas Trees
- No Christmas Switch-On event
- No free training courses
- A less vibrant high street with less entertainment, no community events, markets and activities
- No floral planters and basket displays
- No immediate enforcement of illegal traders, beggars and anti-social behaviour
- No dedicated Enjoy Bexleyheath website and promotions
- No social media promotion, showcasing the businesses in our town centre
- No one to keep you informed about key developments and lobby on your behalf
- No one to monitor the Bexley Council's service levels are being maintained
- Over £1 million of investment would be lost from the BID area over the next 5 years



VOTE
YES
FOR A BRIGHTER
BEXLEYHEATH

The background image is an aerial view of a busy town square in Bexleyheath. The square is paved with a grid pattern and has several trees and streetlights. People are walking and sitting on benches. In the background, there are brick buildings, some with signs for businesses like 'The Works' and 'Game Toy Stationary'. A large speech bubble with a pink border is overlaid on the bottom right of the image, containing the text 'VOTE YES FOR A BRIGHTER BEXLEYHEATH'.

PROTECTING BEXLEYHEATH

Vote YES to ensure we can deliver our commitments to:



Continue to fund an additional dedicated Police Officer to exclusively support our businesses within Bexleyheath town centre.

Continue to manage the town centre In Touch Radio service, linking businesses with the Metropolitan Police and the BID.



Expand our radio units, empowering holders to share crime intelligence and tackle issues in real-time with surrounding businesses and town centre police teams.



Continue to support local crime prevention initiatives such as PubWatch, safety schemes and bike marking events.



Expand our employee training programmes, to provide more free workshops and qualifications for our Members including a new mental health first aid course.



PROTECTING BEXLEYHEATH

A strong **YES vote** means that we can continue to provide a dedicated Police Officer and a complete radio system for the high street to ensure that Bexleyheath remains one of the safest Boroughs in London by managing and implementing a number of partnership working schemes in order to reduce crime.

Vote YES and we can concentrate our efforts on crimes that cause real problems for businesses while tackling any misconceptions over the fear of crime.

During our next five year term, we pledge to continue to work closely with the Police and strengthen our Crime Prevention Partnership within the town centre to ensure visitors, residents and workers feel confident that Bexleyheath is a safe and secure place to be.

Voting YES in July 2021 means we can:

- Introduce The Crime Reporting DISC System, empowering our community to manage low-level crime and anti-social behaviour
- Continue to provide training for levy payers and their employees in areas such as first aid, mental health first aid, anti-terrorism and cybercrime prevention
- Explore a 'Behave or Be Banned' (BOBB) scheme for school children led by the dedicated schools' Police Officers
- Host a monthly Shop Safe meeting, sharing crime intelligence and best practice for local crime prevention



77% of businesses surveyed thought that funding a dedicated Police Officer for Bexleyheath should continue to be the main priority for protecting Bexleyheath. Also, the Introduction of DISC (online information-sharing system for crime reduction) plus free training programmes were also favoured strongly.



A BRIGHTER BEXLEYHEATH

Vote YES to ensure we can deliver our commitments to:



Provide our annual Christmas Lights scheme and Trees across Bexleyheath Town Centre

Plant floral schemes and branded hanging baskets and displays throughout the Broadway



Provide additional street cleaning and deliver an annual deep cleaning programme

A BRIGHTER BEXLEYHEATH

During our next five year term, we pledge to ensure Bexleyheath is an attractive and welcoming place to spend time in.

We want to continue to invest in the look and feel of our high street, ensuring the Broadway is a clean and well-kept space for all to enjoy.

Voting YES also means we can:

- Explore building small 'parklets' throughout the pedestrianised areas, promoting green space and seating areas, making the Broadway a more welcoming and attractive place to be.
- Promote local street cleaning initiatives including Gum Removal Patrol and a community deep clean
- Explore the promotion of local businesses and activities through lamp post banners along the Broadway
- Explore new ideas and opportunities for pop-ups in vacant retail units, such as the art gallery in the former Argos store.



67% of businesses surveyed saw Christmas Lights followed by Floral Displays as the top priorities for a Brighter Bexleyheath in the future. Annual Street Cleaning and Pop Up units were also favoured strongly.



CELEBRATING BEXLEYHEATH

Vote YES to ensure we can deliver our commitments to:



Community Events

- British Legion Poppy Appeal
- School Choir Display
- The Rock Choir Live
- Stilt Walkers & Entertainers

Family Fun Events

- The Car Show
- The Strong Man
- Easter Trails
- Live Music Festival
- The Land Train



Cultural Events

- Chinese New Year
- VE Day Celebrations
- Lantern Parade
- Christmas Switch On

Business Events

- Bexley Business Awards
- Breakfast Networking
- Business Development Workshops



Food Events

- Food & Drinks Festival
- Continental Market
- Producers Market
- Great Bexley Bake Off

CELEBRATING BEXLEYHEATH

During our next five year term, we pledge to promote Bexleyheath as a destination for visitors, residents and businesses, ensuring a positive lasting impression which encourages them to return.

Vote YES to ensure we can deliver our commitments to:

- Continue to develop and deliver a robust events and marketing programme which includes our dedicated website and social media channels.
- Continue to deliver a wide range of family friendly events such as Christmas Light Switch On, Children's Easter Trail, Strong Man Competition, Food Festivals, Live Music, Car Show and Poppy Appeal.
- Create targeted campaigns to promote independent retailers and markets that attract new visitors to our town centre.
- Continue to design attractive marketing campaigns and record unique social media content to reach thousands of local people every week.

Voting YES also means we can:

- Create a digital food and drinks guide with monthly offers to promote the hospitality businesses in Bexleyheath
- Create an attractive focal point for promoting local good causes and fundraising efforts at the old fountain
- Launch a local initiative to support and promote late night shopping and loyalty scheme



66% of businesses surveyed thought High Street Events should be the main focus for Celebrating Bexleyheath. Social media content plus an independent retailer promotional campaign were also favoured strongly.



WE'VE DELIVERED

In our BID proposal for 2016-2021, we pledged to deliver a range of events, activities and services for our levy payers and for our community in Bexleyheath. Bexleyheath BID has delivered on those commitments.

We pledged to make Bexleyheath a busier and more prosperous place to do business. We have :

- Created and launched the 'Enjoy Bexleyheath' brand for the town centre, including a website, promotional merchandise and dedicated social media channels.
- Hosted the annual Christmas Switch On event, attracting over 6000 people each year and generating local press coverage.
- Hosted a variety of seasonal and cultural events each year, including the Easter Trail, Wimbledon, The Royal Wedding, Strong Man Competition, Windrush Community Event, Car Show, Chinese New Year and Food and Drink Festivals.
- Hosted a variety of occasional speciality and themed markets throughout the year including Summer Continental and Christmas markets.
- Produced marketing campaigns across the Bexley Borough, promoting Bexleyheath Town Centre shopping, the night time and leisure economy and specialist events.
- Organised and promoted a variety of child friendly events and competitions to promote visiting Bexleyheath retailers, offering prizes to promote stores from our high street and to raise the profile of Enjoy Bexleyheath.
- Sponsored borough wide events such as the Bexley Business Awards, celebrating the hard work of individuals and teams from the businesses in our town centre, and promoting the work of Bexleyheath's BID across the Borough of Bexley.



VOTE YES
FOR GREAT EVENTS IN BEXLEYHEATH

We pledged to make Bexleyheath a safer place to shop, celebrate and stay in. We have :

- Provided additional policing services with a dedicated Police Officer focusing predominantly on crime that matters to our levy payers such as shoplifting and anti-social behaviour.
- Introduced the 'In Touch' initiative and subsidised the cost and increased the number of users of the town centre radio scheme. *In Touch* is a radio network that allows retailers, the BID and a Town Centre Police Officer to communicate quickly and easily with each other. The scheme is designed to give businesses better communication tools to report a crime that may be happening in or near to their business and to enable them to pass information to other members to make shopping in the high street an even safer and enjoyable experience.
- Provided free first aid, mental health first aid and terrorism training for levy payers and their employees.
- Represented local business security needs and issues on a range of panels, groups and forums.
- Provided regular enforcement of licensed traders and prevented illegal street trading, beggars and anti-social behaviour.
- Supported Bexleyheath's Pubwatch and Townsafe schemes, predominantly working towards reducing anti-social behaviour and shoplifting.
- Undertaken a town safety audit working with the police, Bexley Council, local businesses and other agencies to understand requirements for the future including better street lighting, street design, and additional support to tackle crime.



VOTE YES
FOR A SAFER BEXLEYHEATH

We pledged to make Bexleyheath a more welcoming and attractive place to be. We have:

- Provided the town centre Christmas lights scheme and Christmas tree installations
- Installed consumer-branded 'Enjoy Bexleyheath' lamp post signage along the Broadway
- Provided Spring / Summer Flowers lamppost installations
- Provided the branded Land Train on key weekend dates to provide free family fun rides along the Broadway
- Provided British Legion Poppy installation along the Broadway and Soldier in the old fountain display.



“

*Remember, it's your BID.
Be a part of it, get involved,
and help us to create a
better Bexleyheath.*

”



VOTE YES

FOR A BRIGHTER BEXLEYHEATH

OUR PLANS

Our plans for Bexleyheath can only be made possible with your support and a **YES** vote for the **2021-2026 Renewal**.

It is important that you vote **YES** in the postal ballot in July 2021 to ensure we can continue and build upon our programmes to make Bexleyheath a more **attractive** and **vibrant** destination for retail, leisure and business.

Our plans for 2021-2026 are based on consultation with our businesses, guidance from our Board and feedback from consumers who inform our plans for the future.

We will deliver our renewal plan, support our levy payers and continue the improvements to Bexleyheath Town Centre in three key areas:

PROTECTING BEXLEYHEATH

- *Ensuring the town centre remains safe and secure, and feels inviting for visitors, workers and our wider community.*

A BRIGHTER BEXLEYHEATH

- *Ensuring the town centre is a welcoming and attractive place to be and promoting Bexleyheath as a destination of choice for shopping, leisure and business activities.*

CELEBRATING BEXLEYHEATH

- *Hosting key events, activities and markets throughout the year to attract visitors, increase footfall and increase success and prosperity for our levy payers.*

OUR COVID-19 RESPONSE



Bexleyheath BID has been committed to supporting our local businesses as we tackle the COVID-19 pandemic. Over the last 12 months, businesses across the UK have faced unprecedented challenges. As a BID we have always wanted to respond to the health and economic emergency in a positive and supportive way, guiding our community and businesses as best we can.

Throughout the pandemic we have provided:

- Up to date guidance and information for business owners and teams
- Guidance to access government and local authority grants
- Guidance for employers on the Coronavirus Job Retention Scheme
- Marketing activity to promote local sectors as they reopen

We have worked closely with our business partners including British BIDs, and Bexley Council to facilitate any support that we can during these troubled times. The pandemic will lead to new models for many business sectors; not least retail, leisure and hospitality sectors. There is a pronounced shift to online and customers wanting to spend in a more sustainable way. Public policy around social and environmental purpose will be a permanent fixture and will require evolved business models.

It is a major challenge to finalise our five-year strategy in the middle of a global pandemic. Our plan will be both agile and responsive to the trading conditions we will have to navigate. We will respond by working with our members and partners to ensure that Bexleyheath has the best possible opportunities to thrive in a post-COVID economy.





McDonald's

vision express



STARBUCKS COFFEE





Welcome to Poundland
— Bexleyheath —

Opening Hours

| | |
|-------|---------------|
| Mon | 08.00 - 18.00 |
| Tue | 08.00 - 18.00 |
| Wed | 08.00 - 18.00 |
| Thurs | 08.00 - 19.00 |
| Fri | 08.00 - 18.00 |
| Sat | 08.00 - 18.00 |
| Sun | 10.00 - 16.00 |

ATM in store
Mobile Top-Up



Broadway Pharmacy
020 8303 2707





“

Recent times have taken their toll on town centres across the country. Bexleyheath is no exception.

The Bexleyheath BID team have continued to work hard for local businesses throughout the pandemic, providing much-needed support and advice during a very challenging period.

Over the last four years, the BID team have helped Bexleyheath prosper at a time when people's shopping habits were changing. They have encouraged new businesses to the town, helped older businesses change the way they work and held some wonderful events.

I have every confidence that, once the pandemic is under control and life begins to return to normal, the BID will do all it can to continue this sterling work and ensure that the town centre remains at the heart of our community.

Teresa O'Neill OBE

Council Leader, London Borough of Bexley

”



“

Bexleyheath Town Centre is in the heart of my constituency and is vital to the local economy.

Bexleyheath BID, led by Caron, has done a tremendous job in promoting the area and increasing footfall. I hope that over the next five years more can be done to promote Bexleyheath as an attractive place for residents, shoppers and day-trippers to visit and enjoy.

”

David Evennett
MP Bexleyheath &
Crayford





“

I am excited about the opportunity to join the Business Improvement District, I am looking forward to playing an active role in supporting businesses in Bexleyheath succeed. In these challenging times, I believe innovation and connection to each other will bring momentum to our shared goals.

I would also like to add that I am a Bexleyheath resident and with my many years of experience in retailing I am looking forward to adding value and helping members deliver growth.

Tufail Ahmed
Store Manager
M&S Bexleyheath

”



“

In these challenging times, the Bexleyheath BID team continue to provide vital support to local businesses and promote Bexleyheath as a destination of choice.

As we look to the future, I believe wholeheartedly that the BID has a unique opportunity to help all businesses recover and grow.

”

**Councillor Louie French,
Deputy Leader and Cabinet Member
for Growth and Regeneration
London Borough of Bexley**





“

Supporting all aspects of the town is important, especially in times like we have been experiencing in 2020.

The nighttime and hospitality sectors have been hit harder than most, and the guidance given by the BID in applying for grants and understanding the support available has been hugely important.

Promoting the reopening of hospitality businesses with personalised videos and a town centre promotional video has helped to create consumer confidence.

The BID has helped unify the message that we are a community and bring the hospitality and nighttime sectors together.

Peter Marshall
The Kings Arms, Bexleyheath

”



wilkinson

We are a family company committed to giving you good, honest products at fair, honest prices.

The home of family value



“

When the BID was first formed I was sceptical as to the value the town centre traders would receive, but I have been amazed with the BID's positive effect.

From the additional Police presence, events, Christmas lights and employee training - all organised and funded by the BID.

Over the past 5 year BID term during tough trading times, there has been huge support from the BID to the local traders in conjunction with Bexley Council.

”

Greg Abbott
Franchisee of McDonald's Bexleyheath



“

The Bexleyheath BID has been a great supporter and facilitator for my branch of the Royal British Legion and assisted us with arrangements for fundraising events in Bexleyheath town centre for many years.

Our success during the Poppy Appeal would not be possible without this help. This has included hosting a full military marching band from the Gurkhas at a Poppy Appeal launch. We are most grateful for their generosity and aid throughout the year.

Ken Sprowles
Chairman, Bexleyheath and Welling Branch
Royal British Legion

”





ABOUT

BEXLEYHEATH BID

Bexleyheath Business Partnership Ltd was set up by local businesses in 2011 as a Business Improvement District (BID). Business Improvement Districts, like ours, are business-led organisations set up in defined areas by like-minded business people, who work together to positively improve their local trading environment.

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

The structure of the Board reflects the number and type of businesses in the town centre and consists mainly of BID levy-paying businesses or statutory service providers as dictated by the BID regulations 2004. From time to time the Board may co-opt new members or invite observers to Board meetings.

Our performance

Bexleyheath BID is accountable to businesses paying the levy. The results are measured through the following the following Key Performance Indicators:

- Crime statistics
- Footfall statistics
- Social media followers and reach
- Website visits / media coverage
- Shop vacancy rates

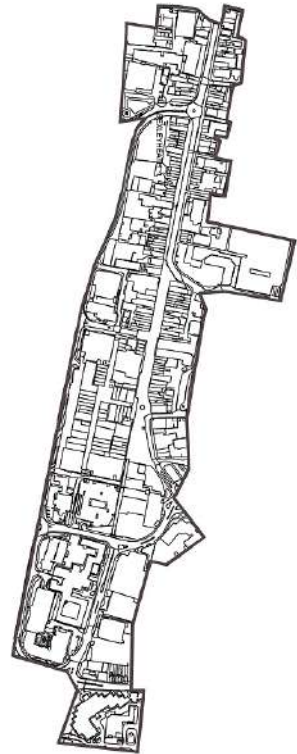
Baseline Agreements

Formal agreements are signed with Bexley Council to provide a clear understanding of baseline services provided by Bexley Council allowing Bexleyheath BID to provide services above and beyond those currently provided by the Council.

Accreditation

CIBM

British BIDs Certificate in
BID Management



BID RULES : LEVY

The BID process is governed by Government Legislation and Regulations (Part 4 of the Local Government Act 2003 and Statutory Instrument 2004 No. 2443). As such, once a majority vote has been achieved, the BID Levy becomes mandatory and enforceable on all defined ratepayers within the BID area.

The rules for the BID levy are as follows:-

1. The levy rate to be paid by each property or hereditament is to be calculated as 1.3% of its rateable value.
 2. The term of the BID will be for a period of 5 years from 1st October 2021 to 30th September 2026.
 3. The BID Levy will be applied to all hereditaments within the BID area.
 4. All hereditaments with a rateable value under £12,000 will be exempt from the BID Levy.
 5. All new hereditaments entering the list after 1st April 2022 will be levied at 1.3% of the 2022 rating list value.
 6. Any property that is split/merged or reorganised an effective date on or after 1st April 2022 will be subject to the 2022 rating list value.
 7. When a hereditament is empty, the eligible ratepayer will be liable for the BID Levy with no void period, except in the case of listed buildings which will be exempt.
 8. There will be no VAT charged on the BID Levy.
 9. All BID Levy payments will be payable by one instalment in accordance with relevant legislation or any other frequency authorised by the Bexley Council.
 10. Provided that the BID is meeting its overall objectives, the Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. The BID Regulations (England) 2004 set out those circumstances in which an Alteration Ballot may be required.
- Hereditament means a rateable business unit

WHAT IS A BID?

Business Improvement Districts like ours are business-led organisations set up in defined areas by like-minded business people who seize the initiative to work together to positively improve their local trading environment. BIDs can only be created or renewed if they are sanctioned through a formal ballot of businesses operating in the BID area, when a majority of votes both by number and by aggregate rateable value needs to be secured.

LESS TALK, MORE ACTION

BIDs drive change and improvement- they are not simply talking shops - and because the level of anticipated income is generally known in advance, it means that BIDs are well-placed to put appropriate short, medium and long term projects in place, without having to rely on the availability of public funding.

EVERYONE CONTRIBUTES AND SHARES IN THE BENEFITS

BIDs are funded by a small, compulsory annual business levy based on the rateable value of all eligible businesses in the BID area. This means that, irrespective of how a business votes in the ballot, it is legally obliged to contribute to the BID levy once a majority vote in favour.

As the BID levy income is ring-fenced for specifically improving the local area, however, it also means that all contributing businesses share in the benefits derived.

BID AREA ROADS ARE INCLUSIVE OF THE FOLLOWING :

- Watling Street (Civic offices only)
- Broadway (Watling Street to Lion Road)
- Highland Road
- Market Place
- Royal Oak Road
- Arnsberg Way
- Geddes Place
- Friswell Place
- Norwich Place
- Mayplace Road West (Part)



THE ROLE OF BIDS ACROSS THE UK



In the UK, the majority of BIDs exist in town and city centres, however they are also in industrial, commercial and mixed-use locations.

The BID mechanism allows for a large degree of flexibility and as a result BIDs can vary in shape and size.

The average size of a BID is 300-400 hereditaments, with some of the smallest having fewer than 50 hereditaments and the largest at over 1,000.

The benefits of BIDs are wide-ranging and include:

- Businesses decide and direct what they want in their area
- Businesses are represented and have a voice in issues affecting their trading area
- BID levy money is ring-fenced for use only in the BID area
- Increased footfall and spend
- Improved staff retention
- Reduced business costs
- Enhanced marketing and promotion
- Looking at infrastructure, pollution and movement Guidance in place-shaping vision activities
- Facilitated networking opportunities with neighbouring businesses
- Assistance in dealing with the Council, Police and other public bodies

Working with British BIDs gives us the advantage of having up to date information, best practice training and be able to provide the best possible support for our members.

**British
BIDs™**

2021-2026

FINANCIAL PROJECTIONS

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

| Revenue (£) | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Total |
|-------------------------------|----------------|----------------|----------------|----------------|----------------|------------------|
| BID Levy Income | 270,000 | 270,000 | 270,000 | 270,000 | 270,000 | 1,350,000 |
| Extra Revenue | 16,000 | 16,000 | 16,000 | 16,000 | 16,000 | 80,000 |
| Total BID Levy Revenue | 286,000 | 286,000 | 286,000 | 286,000 | 286,000 | 1,430,000 |

| Less Collection & Renewal Costs (£) | | | | | | |
|-------------------------------------|----------------|----------------|----------------|----------------|----------------|------------------|
| Collection Costs | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 75,000 |
| Non Collection Contingency | 25,000 | 25,000 | 25,000 | 25,000 | 25,000 | 125,000 |
| Total Costs | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 200,000 |
| Available Revenue | 246,000 | 246,000 | 246,000 | 246,000 | 246,000 | 1,230,000 |

Expenditure BID Objectives (£)

| | | | | | | |
|-----------------------------|----------------|----------------|----------------|----------------|----------------|------------------|
| Protecting Bexleyheath 38% | 93,500 | 93,500 | 93,500 | 93,500 | 93,500 | 467,500 |
| Brighter Bexleyheath 20% | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 247,500 |
| Celebrating Bexleyheath 30% | 73,700 | 73,700 | 73,700 | 73,700 | 73,700 | 368,500 |
| Operating Costs 7% | 17,000 | 17,000 | 17,000 | 17,000 | 17,000 | 85,000 |
| Contingency 5% | 12,300 | 12,300 | 12,300 | 12,300 | 12,300 | 61,500 |
| BID Expenditure | 246,000 | 246,000 | 246,000 | 246,000 | 246,000 | 1,230,000 |

VOTE YES
FOR A STRONG VOICE FOR YOUR BUSINESS

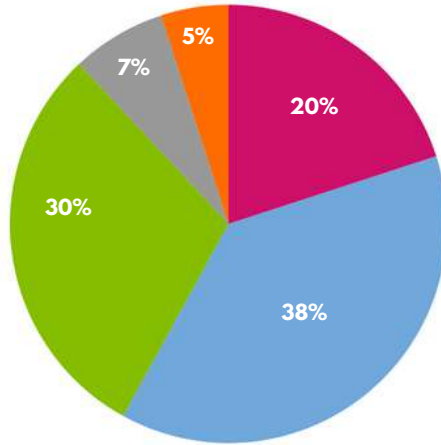
INVESTING IN BEXLEYHEATH

The Bexleyheath BID aims to generate an annual income of £241,000 to be spent exclusively on the BID area, including BID management and Town Centre promotions. Bexleyheath BID will work with partners and stakeholders to supplement the annual income.

Decisions on expenditure and budget allocation will be governed by the BID Board and minuted accordingly.

- The budget has been based on an estimated collection rate of 95%
- The budget is subject to annual review based on the evaluation of project results
- The budget must remain flexible to allow for changes within the BID area that may arise from time to time.

HOW WILL THE MONEY BE SPENT?



- 38% Protecting Bexleyheath
- 30% Celebrating Bexleyheath
- 20% Brighter Bexleyheath
- 7% Operating Costs
- 5% Contingency

VOTE YES

FOR A STRONG FUTURE FOR YOUR BUSINESS

FREQUENTLY ASKED QUESTIONS

WHAT DOES THE BID NEED TO BE SUCCESSFUL IN THE BALLOT?

There are two measures that the ballot needs to meet; a simple majority of those that vote 'Yes' and a simple majority of the rateable value of the eligible businesses in the BID voting area voting 'Yes'.

HOW CAN I INFLUENCE WHAT BEXLEYHEATH BID DOES?

Throughout the 5 year term we continually consult with levy payers on what your key priorities are, and our management team regularly meets with businesses through events and activities. Please contact us on 020 8301 2956 if you would like us to visit you.

HOW DO YOU ENSURE BEXLEYHEATH BID ISN'T JUST DOING WHAT BEXLEY COUNCIL SHOULD BE DOING?

BIDs enter into Baseline Agreements with the local authority and other service providers which guarantee the level of service provision in the area.

These ensure that any services the BID provides are truly additional. An Operating Agreement is also entered into between a BID and the local authority governing how the BID levies are collected, administered and passed over to the BID.

WHAT HAPPENS IF THE BALLOT IS UNSUCCESSFUL?

Bexleyheath BID and all its services and activities will cease to exist from 30th September 2021.

HOW CAN I SEE WHAT BEXLEYHEATH BID HAS ACHIEVED?

We publish regular newsletters and email updates on our activities and our up and coming events and improvements within the town centre.

Our website is kept up to date with news stories and our social media channels are also filled with the activities of our BID management team. We report directly to our Board of Directors on progress against our business plan.

IS IT JUST ANOTHER TAX?

No. The money does not go to the Central Government or to Bexley Council. Funds are ONLY for the services, events and projects agreed and voted for by the participating businesses.

WHAT HAPPENS IF THE PROPERTY IS CURRENTLY EMPTY?

If a property is empty and there is no current tenancy agreement then the property owner will be responsible for the payment of the levy.

YOUR TOWN YOUR VOICE

FREQUENTLY ASKED QUESTIONS

WHO IS BEXLEYHEATH BID?

Bexleyheath BID is a not-for-profit company limited by guarantee. Bexleyheath BID is managed day to day by the BID Manager or Town Centre Manager and supported by the BID Ambassador who is there to liaise with levy payers on a day to day basis.

Bexleyheath BID has a Board of non-executive Directors made up of representatives from the local business community, representing different business sizes and sectors.

Bexleyheath BID controls the way in which the funding is spent, so it has the biggest impact on the town centre and delivers a return on investment for all our levy payers.

HOW DO I KNOW WHAT IT WILL COST ME?

A BID is funded through the BID levy, which is calculated as 1.3% of a business' rateable value.

A business with a rateable value of £20,000 would pay £260 per annum.

Once a ballot is successful the BID levy is mandatory and payable annually for all eligible businesses for the 5 year term.

WHAT IS THE LEVY USED FOR?

Outline budgets are in this 5 year business plan and details of our activities and projects are available on our website enjoybexleyheath.co.uk.

Bexleyheath BID is a not for profit organisation and all expenditure is focused on activities and initiatives for Bexleyheath Town Centre.

WHEN DO I GET TO VOTE AND HOW DOES THAT WORK?

Every business receives one vote for each business premises they occupy. Each business is asked to identify the nominated voter for their business and this will be confirmed in a mailout prior to the ballot.

Ballot papers are sent out by Bexley Council to each voter. They must be returned to Bexley Council by 5pm on 15 July 2021.

WHAT CHOICES DO I GET ON THE BALLOT PAPER? WHO IS STANDING FOR ELECTION?

There are just 2 choices on the ballot - vote YES to continue to support Bexleyheath BID for another 5 years or NO to cease the services and support from Bexleyheath BID. There are no third parties to vote for, it is a simple Yes/No vote.

YOUR TOWN YOUR VOTE

YOUR BALLOT

YOUR VOTE IN 2021



YOUR VOTE MATTERS

In order to continue for a further five years, Bexleyheath BID must receive a 'YES' vote from a majority of businesses voting in the ballot, both by number and by the total rateable value those businesses represent.

The ballot will be a confidential postal ballot of all eligible hereditaments on the Ratings List at the time that the Notice of Ballot is issued. Bexley Council will be responsible for managing and paying for the ballot to ensure it is carried out fairly and not influenced by the BID.

The ballot will run from 17th June 2021 until 5 pm on 15 July 2021.

A voting paper will be sent to you for each business unit that you own or occupy that has a rateable value of £12,000 or more. Where a business has more than one rateable business unit with a rateable value of £12,000 or more it will receive a ballot paper for each individual unit. Each paper counts as one vote and it is therefore important that every voting paper is completed and returned.

BALLOT COUNTDOWN AND KEY DATES

- **3rd June 2021**
Notice of ballot issued by Electoral Services
- **15th June 2021**
Ballot papers posted out
- **17th June 2021**
Voting opens
- **15th July 2021**
By 5 pm Your ballot must be returned to Bexley Council
- **16th July 2021**
Announcement of result



VOTE YES

FOR A VOICE FOR YOUR BUSINESS

VOTE YES

FOR A BRIGHTER FUTURE FOR BEXLEYHEATH

**VOTE
YES
FOR A BRIGHTER
BEXLEYHEATH**

**VOTING OPENS
17TH JUNE 2021**

GET IN TOUCH

Please do not hesitate to contact the Bexleyheath BID team if you would like further information or would like to discuss our proposal in more detail.

BID Office: 020 8301 2956

Email: info@bexleyheathbid.co.uk



@BEXLEYHEATHTOWN

WWW.ENJOYBEXLEYHEATH.CO.UK



@BEXLEYHEATHTOWN

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