

**THE**

**Willow Lane Industrial Estate**

**BiD**

## INTRODUCTION

The Willow Lane Action Group has consulted the businesses on the estate and found a large amount of support for the proposal to create a Business Improvement District (BID) for the estate

For the past 5 years the Willow Action Group has been funded by voluntary contributions from some of the businesses on the estate and during the last year a grant from the London Development Agency (LDA) via SOLOMAN (The Society of London Manufacturers) to support the work on the Estates Excellence South London Programme.



The number of companies supporting the Willow Action Group financially has grown since its inception as has its achievements. It is sensible for this activity to be formalised, its activities to be expanded to deal with the matters which are concerning those people on the estate and for the costs of that to be borne by all those who benefit.

## Much still needs to be done

Because much still needs to be done, the Willow Action Group committee proposes that Willow Lane Industrial Estate becomes a Business Improvement District (BID).

There is great concern that the Willow Lane bridge has been closed for some years for safety reasons and access onto the estate has become more difficult. There is a need to press for repairs to be made and to maintain the business voice on other issues facing the estate.

If approved by ballot this will guarantee a secure income for 5 years from 1 July 2009. Under a BID everyone will contribute their fair share and the levy will enable the Willow Action Group to represent the businesses and carry out an improvement programme.



## ACHIEVEMENTS

### CCTV and other improvements

During the past 5 years the Willow Action Group has raised funding for 10 CCTV cameras, getting London Borough of Merton to resurface Wates Way, installing waste bins around the estate and a post box at the exit.

Liaison with the police and regular attendance at the Safer Neighbourhood Team meetings have reduced crime and also the incidents of fly tipping and vandalism.



## WHAT IS A BID

### BID stands for Business Improvement District

A BID is a designated area within which all businesses have agreed, following a ballot, to pay a BID levy for improvements to the infrastructure and services in that area, in addition to the business rates.

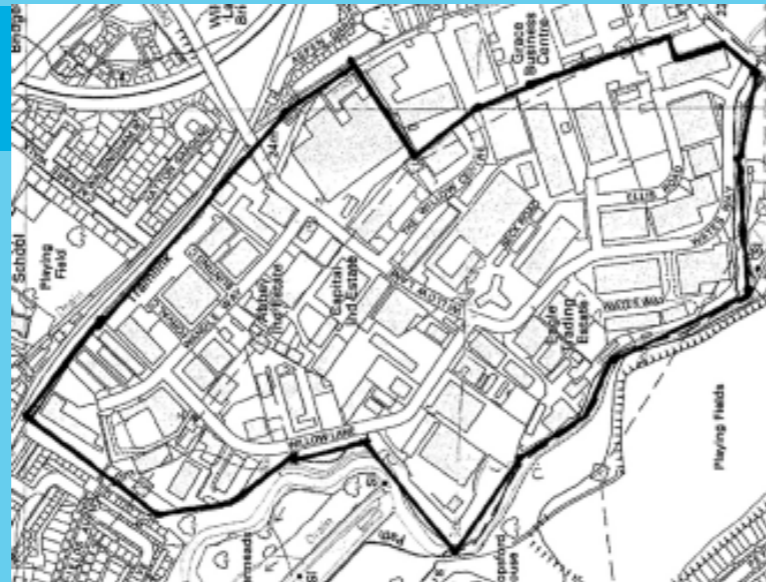
**The Willow Lane Industrial Estate BID area is shown on the map on page 6.**

It is proposed that the BID will commence on 1 July 2009 and run for 5 years after which we have the opportunity of extending it for a further period following another BID consultation process.



## THE BID AREA MAP

The BID map to the right shows the designated area marked out with a black thick line. All businesses within the marked out area will be affected by the BID levy.



## BID PROPOSAL

To stay competitive we need to improve and maintain our business environment. The proposal recommends improvements in the following areas:

### Access

### CCTV

### Representation

### Communication

### Signage

### Green Projects

In particular:

- Continue to lobby for the reopening of the bridge
- Install more CCTV cameras and link up with existing system

- Attendance at the Safer Neighbourhood Team Meetings
- Improve internal estate signage
- Waste control and recycling initiatives



## BID LEVY

This is the amount paid by each business towards the BID improvement plan set out in the proposal

The BID levy is based on rateable value.

There will be 5 bands of rateable values with a minimum contribution levy of £100 per annum up to a maximum of £700 per annum. There will be an inflationary increase figure of 2% applied each year, which applies to the annual BID levy and not the rateable values.

**This will raise around £50,000 per annum and will help us to secure a £15,000 grant from the LDA towards the installation of more CCTV cameras on the estate.**

The BID levy will be due on 1st July each year, payable in full, and will be collected by London Borough of

Merton on behalf of the BID company.

The levy will be put into a ring-fenced BID Revenue Account. These funds will then be transferred to the BID Company.

No VAT will be charged to the businesses.



## FIVE BANDS OF RATEABLE VALUE

Find out what your BID levy will be



The BID levy is payable for every separately rated building (called a hereditament).

The Willow Action Group committee will plan to seek grants from the LDA for suitable projects.

Rateable Value:	BID Levy per annum:
Up to £10,000	£100
£10,001 to £30,000	£250
£30,001 to £50,000	£350
£50,001 to £100,000	£500
Over £100,000	£700

## EXPENDITURE

There will be a five year budget, but money will only be spent after consultation with businesses

The projected income for the 5 year BID period is £250,000 plus £15,000 grant from the LDA. It is proposed to spend this as follows:

- |                                      |     |
|--------------------------------------|-----|
| • Estate Coordinator/Office          | 36% |
| • Improvements of Estate CCTV System | 18% |
| • BID and Collection Costs           | 10% |
| • Small Projects                     | 20% |
| • Bridge Fund                        | 8%  |
| • Contingency                        | 8%  |



This may be varied within the authorised categories after due consultation with businesses if new priorities arise.

## MANAGING THE BID

A separate BID company will be formed to administer the BID

The BID company will exist purely to administer the BID and carry out the BID projects.

Unless the BID is renewed the company will cease to trade at the end of the 5 year BID period. The current Willow Action Group committee will initially make up the board and members will continue to consult regarding the BID projects.



Annual budgets will be prepared and there will be a range of output measures of which some are from those listed in the detailed BID proposal on the website.

Monitoring will be by the Willow Action Group committee members and SOLOMAN.

## ? YOUR VOTE COUNTS

The estate businesses have the opportunity to vote in a formal ballot

It is a legal requirement that the ballot will be administered by London Borough of Merton and will be confidential.

All defined ratepayers will be entitled to one vote per entry on the rating list. This means that some businesses can have more than one vote.

You may appoint a proxy to vote on your behalf - for details see the SOLOMAN website: [www.soloman.co.uk/BID](http://www.soloman.co.uk/BID)

### Steps in the ballot process:

- Merton Council will issue a Notice of Ballot on 15 March 2009
- Merton Council will send out ballot papers on 1 April 2009
- Close of ballot 5pm on 5 May 2009

## ? A YES VOTE

To establish a BID the ballot will need to satisfy two tests



### We will need

- A majority in numbers of those voting.
- A majority in rateable value of those voting.

The ballot result will be announced on the evening of 5 May 2009 and publicised on the SOLOMAN website the following day:

[www.soloman.co.uk/BID](http://www.soloman.co.uk/BID)



## CONSULTATION

We have consulted businesses in a number of ways and will continue to do so

- At a Willow Action Group committee meeting in August 2007 they voted unanimously in favour of a BID process.
- In December 2007 London Borough of Merton were advised that the Willow Action Group were going to proceed with the BID and they are committed to support the BID proposal.
- In August 2008 a closing ballot date of 5 May 2009 was agreed by the committee and London Borough of Merton.
- In September to November 2008 the Estate Coordinator visited all businesses to consult on the BID and carry out a BID consultation questionnaire. If no one was available, BID information and the questionnaire were left to be completed.
- **73 businesses responded with very high support for the BID.**



## MORE DETAILED INFORMATION ABOUT THE BID

Go to the SOLOMAN website [www.soloman.co.uk/BID](http://www.soloman.co.uk/BID)



The website will give full details on all aspects of the BID including financial projections, BID projects, the BID levy rules, the operating agreement with London Borough of Merton, BID management, monitoring

and measures and the ballot and regulations.

If you still have any questions, please email Maurice O'Connell, the Willow Action Group Estate Coordinator:

[mauriceoconnell\\_5@hotmail.com](mailto:mauriceoconnell_5@hotmail.com)



# THE BiD

**YOUR VOTE COUNTS!**

**Willow Lane Industrial Estate**

**SUPPORT THE BiD!**