



willowlane
THE PLACE FOR BUSINESS

Willow Lane Trading Estate

BID 2

Summary BID Proposal 2014-2019

www.willowlane.org.uk

“The BID’s first five years have been very successful, delivering in excess of the original proposals. However, in addition to the achievements we have also forged extremely close working relationships with bodies whose activities have an impact on the estate, such as the Police’s Safer Neighbourhood Team, Merton Council, Transport for London, Merton Chamber of Commerce and the Environment Agency.

While we have made an encouraging start, we need to continue our existing services, such as CCTV, and we are also aware of further improvements that are required, such as additional CCTV coverage in certain areas and making the roads safer.

The BID is the only entity that focuses its interests solely on the estate. Therefore, I urge you all to vote yes for the renewal of the BID so we can continue the work with the above bodies and continue to enhance the estate’s environment for our businesses, employees, customers and visitors.”

Jim Trotter
B&D Clays and Chair of Willow BID

Summary

The first term of the Willow BID will end in 2014. If you want your BID to continue supplying the projects and services which have provided security, better access and signage and represented the area since 2009, you must vote to support BID 2.

Vote yes in March 2014 to ensure you do not lose:

- CCTV and ANPR coverage
- CCTV and ANPR monitoring
- Coordinated lobbying and representation for Willow businesses
- Business access to CCTV footage
- Effective joined up working with the local Police team
- The maintenance of the willowlane.org.uk website
- An Estate Coordinator and Willow Board to actively manage and monitor the area and address any concerns
- The maintenance of signage for the estate
- Cost saving joint trade waste service (available Spring 2014)
- Active searching and application for funding to invest further in the estate

Vote yes for all of this and to gain even more:

- Cost saving joint training course programme
- Additional CCTV and ANPR cameras
- More extensive CCTV footage monitoring
- Additional security patrol coverage
- Progress better internet connectivity
- Regular cutting back of shrubbery on footpath



Jim Trotter, Chairman

"I am the Managing Director of B&D Chemicals and Paragon Warehousing. As Chairman of the BID board, I hope to be able to continue to improve and maintain the activities of the board in enhancing the estate and its appearance and security for everyone."



Graham Willins, Estate Coordinator

"Working 2 days per week, I coordinate all the projects and initiatives of the Willow BID, engaging with the businesses on the Estate and ensuring that the objectives of the BID are met and, wherever possible, exceeded."

"In the first term, the BID has invested in security on the estate as well as increased access with the opening of the bridge. The BID has brought benefits to businesses and has also benefited employees, customers and visitors. We shall be voting for a further five years of improvements led by additional security measures and additional CCTV coverage."

Hazel Woolley, HSS Hire

Introduction

In 2009, Willow Trading Estate businesses voted to become one of the early industrial BIDs in the UK. The BID has enabled us to ensure the area is now free of major crime, properly signed and has a strong voice to lobby the council and others bodies. We also successfully attracted over £87,000 of additional investment from public sector grants to Willow Lane.

It is crucial that we now both maintain and build on the improvements made to date to ensure a prosperous future for all businesses in the BID. To enable us to continue our work in the area, we are seeking to renew the BID and commence BID 2 in 2014.

To do this, we need businesses in the area to back BID 2. If not, BID services will cease and all that has been achieved

to date will be lost, along with the potential for further improvements for businesses.

We have been delighted with the positive response we have received from the businesses we have spoken to about BID 2 to date. You have confirmed that you do not want to lose the services provided by the BID and have also told us what new, additional services you want to see. We have incorporated these into our plans for BID 2.

We would be very happy to discuss any aspect of these proposals with you, so please do not hesitate to contact us.

We hope we can count on your support.

**The Willow BID Board
& Supporters**

Jim Trotter - Chairman Willow BID
Graham Willins - Estate Coordinator
Ian Siddle - Arnold & Self
John Chamberlain - Alloway Timber
Hazel Woolley - HSS Hire
Steve Colesell - Aztec Events
Sgt Jonathan Bye - Met Police
John Payne, Dakota Print Services
Monica Tyler - The Vine Project
Rob Lawrence - B&T at Work
Alan Marsh - Concrete Repairs
Liz Jones - Sutton School of Gymnastics
Cricket Green Safer Neighbourhood Team

Our Achievements

In our first BID proposal, we promised to deliver a range of services and improvements to address the concerns of businesses in the area. We are proud to have delivered these and more over the past four years.

Security

We promised: *To work closely with the Police Safer Neighbourhood Team and raise the profile of the security issues on the trading estate*

We delivered: Willow BID chairs the Safer Neighbourhood Team meeting ensuring issues in the area are raised

We promised: *To install more CCTV cameras and link up with existing system*

We delivered: We installed 6 additional CCTV cameras including 2 ANPR cameras making a total of 16 cameras

...and more:

- We provide CCTV recordings to the police
- We upgraded the CCTV monitoring system and many Willow businesses now have access to CCTV monitoring equipment
- We have provided over 300 CCTV awareness signs



Business support

We promised: *Regular attendance at meetings to represent the views of the trading estate*

We delivered: Our Board of Willow businesses directs our projects. It meets ten times per annum and all Willow businesses are invited to attend

We promised: *Regular communication on any new developments*

We delivered: Businesses are kept up to date with a regular newsletter (3 times per annum), our website and circulated board minutes

We promised: *An estate worker employed 1 day a week to coordinate and support the board*

We delivered: Maurice O'Connell and now Graham Willins have provided valued support to Willow businesses and the board

...and more:

- We have successfully lobbied to ensure a better and consistent power supply for the trading estate
- We successfully applied for grant funding, matching every pound of BID levy monies with additional investment from the public sector. (£32,000 Transport for London for signage, £20,000 Merton Council for website and way-finding; £35,000 LDA for set-up and CCTV)

The screenshot shows the Willow Lane website with the following content:

- willowlane** THE PLACE FOR BUSINESS
- Welcome to the new look newsletter, featuring our new logo and branding. Any day now, the newly designed, feature-rich website will go live.
- Under the business directory, the site offers businesses a free web page and personalised map. The web page can include your relevant contact details, your logo and promotional information on your business with a link to your own website. This is another marketing opportunity for your business that can complement your existing activities.
- Your personalised map can help visitors, collectives, retailers and visitors readily locate your business on the estate with the map to follow to arrive at Willow Lane from the various surrounding road approaches.
- Great support@willowlane.org.uk or call 020 875 3323 for the profile newsletter and we can include you in the Business Directory.
- There is an "Offers" section on the site for businesses to promote offers such as special discounts to other businesses and their employees on the estate.
- You will be able to keep up to date with Willow Lane and associated activities.
- in the News and Events section on the website. The social media feeds of Twitter and Facebook will be activated in due course.
- Merton Council has funded the website as part of their Pound Investment Strategy that has identified the Willow Lane estate as a location to attract more businesses and accompanying jobs into the borough.
- From a business perspective, this is attractive as from a security consideration we do not wish to have empty units on the estate. Vacant properties can attract vandalism or be used as a platform for breaking or burglary of adjacent properties. In addition the more businesses on the estate the more likely are the opportunities for inter business trading.
- As a result there will be a facility to promote units available for rent or sale on the estate. This will benefit land owners and related ground owners of property who may wish to sell the premises or vacate and rent the units out.
- The site will evolve once it goes live and there are already thoughts for businesses to promote job vacancies on the website.
- Would you like to improve the health of your employees, customers and the community?**
- So far, a spectacular 135 businesses and organisations across Sutton and Merton have signed up to the Sutton and Merton Responsibility Deal.
- They are making pledges to encourage healthier lifestyle changes.
- Over the course of our lives, many of us will spend over 100,000 hours at work! Therefore, the workplace is a fantastic opportunity to encourage people to be more active and have a healthier lifestyle. This will help to improve the health and wellbeing of your employees and reduce absence rates, and make staff feel more valued as well as benefiting morale.
- There is a wide range of partners – Asda, Aldi, Sainsbury, B & Q, Sainsbury, Greggs, Mowlem, John Lewis, Merton Bus Garage and many more.
- Please visit the website at: www.suttonmerton.co.uk to see what other businesses are doing and the wide range of opportunities and activities available to you.
- Do you want to get involved? If so, please contact Jenny Shaw on jenny.shaw@pmc.ac.uk or call 02045 577151.
- news** November 2013
- What's in it for the Willow BID Businesses?**
- BUSINESS DIRECTORY** Searchable by business name or business sector
- FREE WEB PAGE** For every business in the Willow BID area including logo, contact details and a website link
- PERSONALISED MAPS** For every business for your visitors to download
- OFFERS** Promote your special offers on the website to other businesses on the estate

"The BID has managed to attract over £87,000 in additional funding from Transport for London, Merton Council and the London Development Agency and this has enabled the BID to invest in additional CCTV, new signage, banners and a new, enhanced website and branding. If the businesses had not formed the BID company, we would not have received this funding. We shall be supporting the renewal of the BID in order to ensure we attract similar investment in the future that will benefit the businesses on the estate."

Steve Colesell, Aztec Events

Appearance and access

We promised: *To install internal estate signage to improve the location and information on the businesses*

We delivered: Internal estate signage was improved

We promised: *To lobby to get the Willow Lane bridge reopened*

We delivered: Following our persistent lobbying the bridge is now scheduled to reopen in January 2014

...and more:

- New access directional signage was installed in September 2012
- A new, trailblazing directional signage/way finding scheme for the trading estate has been designed and will be installed in March 2014, for which we successfully applied for funding from Transport for London
- We ensured fly tips were removed
- We developed a new logo and branding for the trading estate
- We developed a close working relationship with the Environment Agency to maintain as attractive an environment on the estate as possible



Willow BID successfully removed this fly tip at Wandle Road

"We have been located on the estate for 25 years. Since the BID was established, we have found that major crime has significantly declined and we no longer experience flytipping. The CCTV Security, managed and provided by the BID, has brought a great improvement and we shall be voting YES for the BID to continue and keep the levels of crime down on the estate."

Ian Siddle, Arnold & Self

Transport and green initiatives

We promised: *To lobby to get a bus service and tram stop for the estate*

We delivered: We have consistently lobbied for improved public transport links for the estate. Issues with load bearing on the roads and bridge have meant a bus for the area has not been secured. Our efforts are now focused on progressing a safe, direct road from Willow Lane to the station and bus stops

We promised: *Green Projects such as Green Travel, waste control and recycling initiatives*

We delivered: We promoted green travel and our recycling trade waste initiative will be available shortly

...and more:

- We supported the successful grant application for funds to improve the Wandle Valley Regional Park

“Following the closure of the bridge, the impact to our business was both immediate and negative in terms of the loss of trade. We are grateful for the lobbying efforts of the BID in successfully negotiating the required repairs and subsequent reopening. We shall continue to support the BID in order that the interests of the estate can be represented with the appropriate bodies and further improvements obtained.”

John Chamberlain, Alloway Timber



BID 2 Projects and Services

The renewal of the Willow BID will enable the continuation of our core services. We will also be adding some exciting new projects to our programme, in line with the demands of local businesses.

Secure

Objective: To maintain and manage the security of the area through a joined-up approach with the Police

The renewal of the Willow BID will ensure the continuation of:

- CCTV and ANPR cameras
- CCTV footage monitoring
- Business access to CCTV footage
- Representation of Willow businesses on relevant Police priority panels
- Effective joined up working with the local Police team

New for BID 2:

- An additional ANPR camera covering the bridge
- Additional CCTV coverage for vulnerable areas
- Additional CCTV footage monitoring
- Lobbying for CCTV cameras to cover the footpaths to link in with the current camera network

Represented & Supported

Objective: To represent, advocate and further the interests of and provide useful services to support Willow trading estate's business community

The renewal of the Willow BID will ensure the continuation of:

- A strong, coordinated voice for Willow Trading Estate businesses
- Lobbying and partnership work to ensure BID businesses' concerns are prioritised and addressed
- The maintenance of the willowlane.org.uk website
- An Estate Coordinator and Willow Board to actively manage and monitor the area and address any concerns
- Active exploration of and applications for additional grant funding for the area

New for BID 2:

- Cost saving, joint training courses
- Exploratory work with the aim of enabling effective internet connectivity for the area

Accessible and Attractive

Objective: To maintain appropriate access arrangements to, and traffic management within, the trading estate

The renewal of the Willow BID will ensure the continuation of:

- Continued open access arrangement for Willow Bridge
- The maintenance of signage for the estate



New for BID 2:

- Lobbying for better maintenance of the pathway including cutting back shrubbery
- Lobbying for a safe, direct route from Willow Lane to public transport stops (train, tram and bus)
- Addressing parking and road safety issues with the Council
- Lobbying for sensible planning policy in relation to siting of contrasting business uses



Wayfinding map of the trading estate showing new colour zones (above right) and full signage family for Willow Lane (right)



Financials

The Willow BID will raise approximately £60,000 per annum through its BID levy. The levy payable by each defined rate payer is determined by the established banded system set out below. The money raised will be spent exclusively in the defined BID area, in line with the wishes of the businesses paying the levy.

If you are not sure what your rateable value is, please email bid@willowlane.org.uk and we will be happy to tell you what your annual BID levy will be.

The total BID levy payable by any single company with more than one rated property (hereditament) shall not exceed £1,080.

Businesses with a rateable value below £5,000 shall be exempt from the BID levy.

The BID levy can only be increased annually, on 1st July, to allow for

inflation. The allowance for inflation shall be decided by the BID Board and shall equal no more than 2% per annum.

How will the money be spent?

The budget split has been determined by the priorities of the Willow Lane business community: Our budget is presented in our full BID proposal which is available on our website, willowlane.org.uk, or in hard copy on request by email to bid@willowlane.org.uk

- Secure 37 %
- Represented & Supported 33%
- Accessible & Attractive 4%
- Overheads 7%
- Flexible Fund 14%*
- Contingency 5%

*The Flexible Fund is for new projects to be determined by the BID Board. It is expected that these may include training courses and wayfinding for the next BID term

Rateable Value (as at Sept 2013)	Annual BID Levy
£5,000 - £10,000	£108
£10,0001 - £30,000	£270
£30,001 - £ 50,000	£378
£50,001 - £100,000	£540
Over £100,000	£756

The Company

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

The Board

The Willow BID Board is made up of representatives of the Willow Lane business community, who give their time voluntarily and direct how BID funds are spent to improve the area for businesses.

All BID levy paying businesses are encouraged to become company members.

The Willow BID area

The Willow BID area will not change in BID 2 and a copy can be seen at www.willowlane.org.uk or requested from the Willow BID office.

Vote Yes and Secure Your Future

We hope we can count on your support to ensure the continuation of the Willow BID - to ensure the continued security and representation of our trading estate as well as services to make running your business easier and more profitable.

You will have the chance to vote to renew the Willow BID between **28th February and 27th March 2014**. This will be a formal ballot carried out by the London Borough of Merton.

As with our last vote, all defined ratepayers will be entitled to one vote per hereditament. To implement these proposals we must win the BID ballot on two counts:

1. A straight majority by the number of those voting
2. By a majority in the Rateable Value of those voting



“Since the inception of the BID in 2009, major crime has continued to decline on the estate. In certain areas flytipping has been completely eradicated and in other areas greatly reduced. This is largely due to the BID’s funded and managed CCTV system, and we strongly urge businesses to vote **yes** to ensure CCTV coverage continues and, indeed, expands under the renewal proposals.

We would be deeply concerned for the future security of the estate if the BID was not renewed which would result in the loss of the CCTV and ANPR cameras.”

Sgt Jonathan Bye
Cricket Green Safer Neighbourhood
Team, Met Police

Ballot Timetable

Don't miss your chance to vote!

13th February 2014

You will be sent a notice of ballot

28th February 2014

You will be sent your ballot paper

By 27th March 2014 at 5pm

You need to have cast your vote

28th March 2014

The ballot result will be announced

Get in touch:

Please do not hesitate to contact the Willow BID if you would like any further information or would like to arrange a meeting to discuss our proposal in more detail

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