

# LET'S MAKE CLAPHAM AN EVEN BETTER PLACE TO DO **BUSINESS...**



Our proposal for a Business Improvement District (BID) in Clapham by the Clapham Business Community (CBC)

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A note from the Chairman  
of Clapham Business  
Community (CBC)



## Let's make Clapham an even better place to do business...

Clapham has undergone enormous changes in the last few years, including:

- a state of the art leisure centre located within the heart of Clapham
- the new Clapham Library and NHS health facility situated on the high street
- development of Venn Street's pedestrianised road and weekend market
- multi-million pounds of investment in public spaces in Old Town and The Pavement
- launch of the Clapham Calling Live Music Festival in June 2014.

These improvements and events all stand to take Clapham to a new level, but only if we can build on them to ensure our town remains economically competitive.

The Clapham Business Community (CBC) wants to create a unique, attractive and special experience to ensure that Clapham continues to thrive.

To achieve this, the Clapham Business Community (CBC) seeks to form a new organisation called a Business Improvement District (BID), similar to those introduced in Camden, Streatham, Islington and Brixton town centres.

A BID enables us to carry out exciting projects and events and give businesses the support needed to flourish. It also helps to drive down business costs and enable Clapham businesses to become a powerful, united voice.

The BID places Clapham business ratepayers in control of how funding is spent on the things that really matter to us as a business community.

In July 2014, you will be asked to vote on whether the proposals presented within this business plan can go ahead.

I hope we can count on your support for this important initiative, to ensure Clapham realises its potential to become a high quality, thriving place for all those working, visiting and living here.

Yours sincerely,

Dave Hanson  
Operations Director, Mint Group  
Chairman, Clapham Business Community (CBC)





# OUR PLEDGES AS THE CBC

8 reasons why Clapham businesses should back a Business Improvement District (BID) in Clapham

## If you vote YES for a Clapham BID in July, the CBC pledges to:

1. raise Clapham's profile as a destination
2. increase customer footfall and spending by delivering an exciting annual events programme
3. reduce costs by businesses jointly buying services such as waste and recycling together
4. improve safety and security for businesses, employees and visitors
5. create a more attractive environment by delivering new environmental greening and cleaning services
6. give the business community a voice on matters which are important to us
7. attract funding from other sources
8. ensure all services are additional to those already provided by public agencies.

If you want the CBC to deliver the proposals and projects outlined in this business plan it is important you make your **VOTE** count

## SAY YES TO A CLAPHAM BID IN JULY 2014!



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**CHARMAINE WASIF,  
ECO AND ESCA**

A BID is a vehicle to realise that we have far more in common than operating as a stand-alone business and that we can 'in fact' mould the area as a vibrant and collective business entity with a very real interest in the concerns and ideals of each other.

”



# CLAPHAM BID PROJECTS

Our plans to invest in our business community

Welcoming and Safe  
**£350,000**

Enhance Clapham  
**£300,000**

Promote Clapham  
**£287,500**

Connect Clapham  
**£250,000**

# PROMOTE CLAPHAM

Investment of £287,500 over a five-year period



## EBUNI OKOLO, THE SW4 MAGAZINE

Creating a Business Improvement District (BID) would be the best thing to happen to Clapham. As a long-term local resident with a Clapham-based business, I am very passionate about the area and all it has to offer. I have long imagined a Clapham where residents and local businesses are united as one community. A BID offers this, therefore it is vital we work together to make this vision a reality.

## Vote Yes and we pledge to:

### Create a local brand

Raise Clapham's profile by creating a recognisable brand to be used in all projects and services. This brand will help raise the profile of Clapham, giving our businesses the coverage they deserve. The brand will be pushed via direct marketing to customers both within and outside of the BID area.

### Provide an online listing of all Clapham businesses

Deliver a comprehensive website listing all Clapham businesses; enabling customers, businesses and local employees to access timely and up-to-date information.

### Deliver an annual programme of events

Create an annual programme of events to showcase and celebrate Clapham as a destination. These events aim to increase customer footfall and boost consumer spend for our businesses, by connecting with residents, employees and attracting visitors from outside of the area.

### Create a local loyalty scheme

Encourage local residents and employees to spend locally through updated offers, deals and promotions. Our programme will also include a new website, PR campaigns and media advertising, alongside utilising social media.



# CONNECT CLAPHAM

Allocate £250,000 over a five-year period

## Vote Yes and we pledge to:

### Reduce costs through collective purchasing

Provide exclusive offers to reduce business costs by establishing collective purchasing of contracts such as trade waste, recycling and insurance. By working together and buying services jointly, we can save money whilst receiving a high level of service from contractors.

### Work for you

Become a collective voice of 360 strong businesses that will have representation and input into all that is happening and due to happen in Clapham. The CBC is your organisation, and we plan to work in your best interests.

### Support business car parking

Work with Lambeth Council to review car parking provision in Clapham and publicise where customer and business car parking is available on the CBC website.

### Provide business support and networking opportunities

Produce and distribute a regular local newsletter to keep you up to date on local developments, business issues and keep you informed of events and activities taking place in Clapham. We will also organise business networking sessions to increase local B2B trade and provide access to local business support.



### Develop links with the community

Help businesses build mutually beneficial, long-term relationships with community groups, local charities, schools and Lambeth College, to address issues such as local employment and apprenticeships.



“



### NIKKI KASTNER, CLAPHAM BOOKS

I am backing our BID because I believe that this opportunity for us to come together as traders, council and residents, to utilise our experience, skills and expertise to breathe new life into our local area, is vital for Clapham's future as a desirable place both to live and work and to develop it as a premier shopping, leisure and lifestyle destination for the benefit of our community as a whole.

”

# ENHANCE CLAPHAM

Allocate £300,000 over a five-year period



**BOBBY IJAZ,  
CHARLES SINCLAIR**

A BID in Clapham is a great way to promote unity amongst businesses and tackle issues that are important to us head on. By working together we can harness the energy of the business community to make a real difference in Clapham and add hugely to the quality of life of the people who both live and work here.

Vote Yes and we pledge to:



## Create a new Hot Spot cleaning service

Provide a dedicated cleaning service to target grime hot spots, graffiti and high-traffic areas. This service will be in addition to current local authority provision.

## Make Clapham greener

Ensure Clapham's streets and public spaces are maintained to the highest standard, by featuring more plants and flowers at street level. We will also attract extra funding for improvements to pavements and public spaces.

## Increase access to public toilets

Review present availability of public toilets, and work with key partners to ensure more toilet facilities are accessible during the day and at night.

## Achieve the right balance on the High Street

Many Clapham-based businesses like the area's community feel and the independent shops, organisations and companies that make up our local business community. As the CBC, we plan to work with local landlords and public agencies to help achieve the right balance on the High Street. We will also provide support for new businesses to move into empty properties and encourage temporary uses.

# WELCOMING AND SAFE CLAPHAM

## Clapham BID Projects

### Vote Yes and we pledge to:

#### Employ Clapham Ambassadors

Clapham has a vibrant and popular daytime, evening and late night economy. Ensuring visitors enjoy a safe and welcoming environment is important for local businesses and Clapham's reputation. Our planned Clapham Ambassador Service welcomes visitors to Clapham, helps keep customers safe and reduces low-level crime and anti-social behaviour, particularly at night.

#### Employ Taxi Marshals

Ensuring evening and night-time visitors to Clapham are able to leave the area quickly and safely is important to you as a local business. Taxi Marshals will reduce the number of illegal taxis and ensure that customers leave and arrive home safely.

#### Introduce and subsidise a new business radio system

Reduce business crime by supporting and subsidising the rollout of a new radio and intranet system to businesses. This facility connects businesses with each other and helps to improve communication with the Police and Lambeth CCTV unit.

#### Support the Clapham Night-time hub

Ensure the continued funding of the Hub in Clapham Methodist Church, which provides a safe haven for vulnerable night-time visitors at weekends. The Hub provides support and medical treatment in a safe environment. It is staffed by volunteers from the Clapham Methodist Church, Lambeth Street Pastors and the St John Ambulance.

#### Achieve high standards

Help businesses achieve high standards by establishing a Clapham Best Bar None awards programme and work to achieve coveted Purple Flag status for Clapham. We will also support businesses to engage with local resident organisations to resolve any related issues.



**DAVE HANSON,  
MINT GROUP**

I have seen the benefits neighbouring Town Centres have gained from developing their own Business Improvement Districts and feel that this is a natural progression for Clapham. The ability for businesses to pool funds to support programmes, which will directly improve the infrastructure of Clapham is a very exciting prospect. I am very confident that all businesses involved will feel a significant benefit from the initiatives planned and together we will ensure that Clapham becomes an even better place to do business.



# CLAPHAM BID AREA

**GEORGE OWEN,  
CHAIR OF TRUSTEES,  
CLAPHAM OMNIBUS**

I was delighted to hear about prospect of creating a BID in Clapham. The initiatives the BID is going to deliver will make a great improvement to Clapham alongside the other improvements we have already seen. It all ties into what Omnibus, as an arts organisation is trying to achieve. The BID is an exciting project that will pull the business community together and make Clapham a better place.



This map is intended to provide an overview of the BID area and is not an exact representation. To view a complete list of streets within the BID area, please refer to the Articles of Association featured on the CBC website: [www.claphambusiness.com](http://www.claphambusiness.com)

# CLAPHAM BID BUDGET

| BID income                | Year 1  | £               |
|---------------------------|---|-----------------|
|                           | Levy budget at 1.5% of rateable value, assuming 3% annual increase    | £215,000        |
|                           | Commercial sponsorship target   | £25,000         |
|                           | Public sector grant target  | £35,000         |
|                           | Late night levy   | £20,000         |
|                           | <b>Total</b>  | <b>£295,000</b> |
| <b>Core (16%)</b>         | Collection costs (incl. one-off license fee and software maintenance) |                 |
|                           | Administrative support  |                 |
|                           | Office costs including consumables                                    |                 |
|                           | <b>Total</b>  | <b>£48,000</b>  |
| <b>Contingency</b>        | <b>Contingency (4% of levy income)</b>                                | <b>£9,400</b>   |
| <b>Promote Clapham</b>    | Create a town centre brand to promote Clapham                         |                 |
|                           | Provide a website listing for Clapham businesses                      |                 |
|                           | Deliver an annual programme of events                                 |                 |
|                           | Introduce a local loyalty scheme                                      |                 |
|                           | <b>Total</b>  | <b>£57,500</b>  |
| <b>Enhance Clapham</b>    | Hot Spot cleaning scheme  |                 |
|                           | Improve the public realm  |                 |
|                           | Provide public toilet access  |                 |
|                           | Achieve the right balance on the high street                          |                 |
|                           | <b>Total</b>  | <b>£60,000</b>  |
| <b>Connect Clapham</b>    | Reduce costs through collective purchasing                            |                 |
|                           | Work for you  |                 |
|                           | Car parking for businesses  |                 |
|                           | Business networking and B2B trade events                              |                 |
|                           | Establishing community links  |                 |
|                           | <b>Total</b>  | <b>£50,000</b>  |
| <b>Welcoming and Safe</b> | Clapham Ambassadors   |                 |
|                           | Taxi Marshals scheme  |                 |
|                           | Radio System initiative   |                 |
|                           | Supporting Clapham Night-time Hub                                     |                 |
|                           | <b>Total</b>  | <b>£70,000</b>  |
| <b>TOTAL</b>              |   | <b>£295,000</b> |

## JACK HOPKINS, CABINET MEMBER FOR JOBS AND GROWTH, LAMBETH COUNCIL

A BID will enable the business community to play an even more active role alongside local community and public sector agencies to build on the improvements and investment that has been made in Clapham over the last few years. That is why Lambeth Council is supporting the Clapham BID proposal.

“  
**BACK THE  
CLAPHAM  
BID  
VOTE YES  
IN JULY  
2014**  
”

## FAQs

Your questions answered

### What is the CBC?

Clapham Business Community (CBC) is an unincorporated association with a management committee of 16 local businesses (members and organisations are featured on page 16).

The CBC has been established to further increase the attractiveness and appeal of Clapham as a commercial destination and create a Business Improvement District (BID) for the area.

### Why is the CBC running a ballot in July 2014?

To create a BID we need to run a ballot of eligible businesses, which asks a simple question: are you in favour of the proposals for the Clapham Business Improvement District? In order to establish a BID, a simple majority of those voting must be in favour.

Eligible votes must also represent a majority of the aggregate rateable value of the business properties included within the voting process. If you wish to nominate a local manager or individual to vote in the BID ballot on your behalf, please contact the CBC at: [www.claphambusiness.com](http://www.claphambusiness.com)

### Am I eligible to vote in the BID ballot?

You are deemed eligible to vote in the Clapham BID ballot if your business premises falls within

the proposed BID area and has a rateable value of above £8,000 (see map of BID area featured on page 12).

### How is the Clapham BID funded?

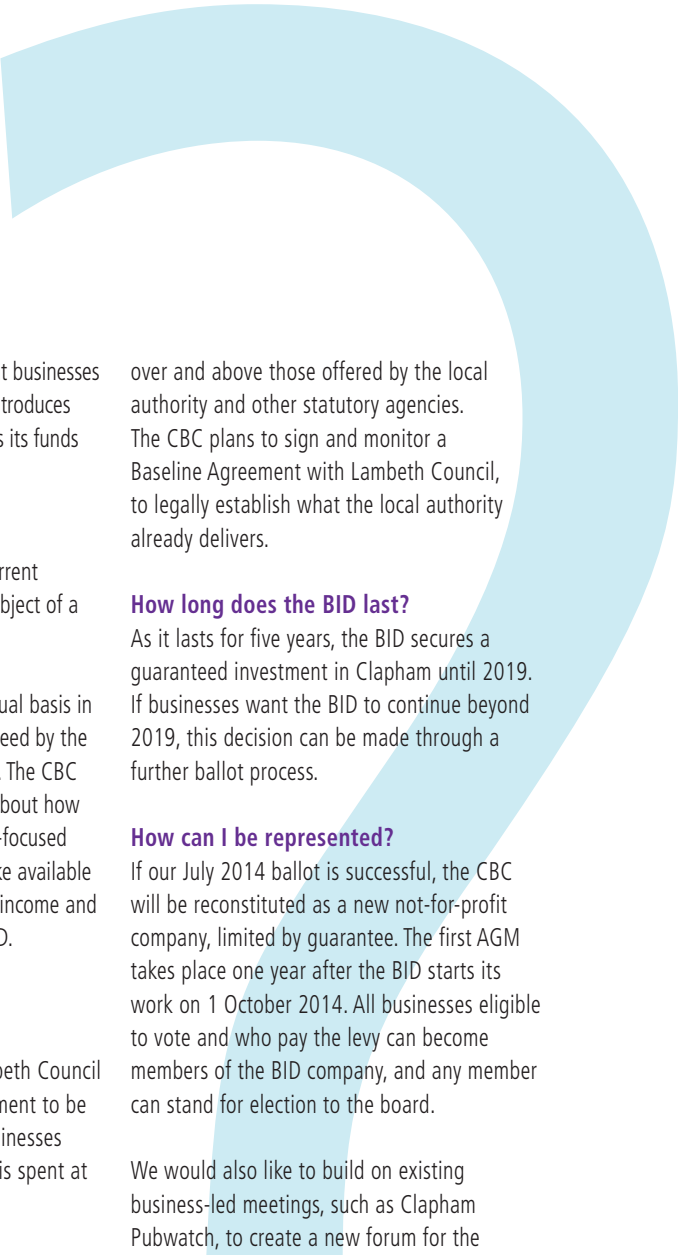
If the ballot is successful, the Clapham BID is to be funded by an annual levy of 1.5% of the rateable value on all eligible businesses. For example, if the rateable value on your business premises is £20,000, you are entitled to pay £300 per annum.

Businesses with a license to serve alcohol after midnight are charged an additional 0.75%, or 2.25% in total. Therefore, if your business has a rateable value of £20,000, you are entitled to pay £500 per annum and registered charities receive an 80% discount on the levy rate.

### Why charge late night businesses more?

Clapham has a popular late night economy, which attracts people from all over London and the South East of England. The CBC is dedicated to supporting night-time businesses in their relationship with local residents and public sector agencies.

To ensure the CBC has the resources it needs to better manage the night-time economy, we are proposing that businesses with a license to serve alcohol after midnight are charged an additional levy of 0.75%.



A total levy of 2.25% is less than what businesses could be charged if the government introduces the Late Night Levy, and a BID ensures its funds are managed by local businesses.

### **Levy collection**

The BID levy is collected using the current business rates system, but it is the subject of a separate bill.

The levy is to be amended on an annual basis in line with inflation, at a rate to be agreed by the Clapham Business Community board. The CBC intends to be clear and transparent about how the money is spent on local business-focused matters. We also are planning to make available regularly updated information about income and expenditure to all members of the BID.

### **Why is this not covered by my business rates?**

Business rates are collected by Lambeth Council and handed over to Central Government to be redistributed at a national level. Businesses have little say over how this money is spent at a local level.

The Clapham BID is a privately funded, business-led initiative, with funds that are collected and managed by you, as a local business BID member. It must provide services

over and above those offered by the local authority and other statutory agencies. The CBC plans to sign and monitor a Baseline Agreement with Lambeth Council, to legally establish what the local authority already delivers.

### **How long does the BID last?**

As it lasts for five years, the BID secures a guaranteed investment in Clapham until 2019. If businesses want the BID to continue beyond 2019, this decision can be made through a further ballot process.

### **How can I be represented?**

If our July 2014 ballot is successful, the CBC will be reconstituted as a new not-for-profit company, limited by guarantee. The first AGM takes place one year after the BID starts its work on 1 October 2014. All businesses eligible to vote and who pay the levy can become members of the BID company, and any member can stand for election to the board.

We would also like to build on existing business-led meetings, such as Clapham Pubwatch, to create a new forum for the sharing of ideas. We are also keen to apply a more collaborative approach to decision making as local businesses, as together we can make a real difference to Clapham.

# WHEN WILL THIS HAPPEN?



## **OLU AWOSANYA, MAC DONALDS**

The BID brings together all parts of the community from residents to businesses with a view of promoting and enhancing Clapham.

### **May 2014**

You received a letter asking to indicate who you would like to vote on your behalf.

### **June 2014**

Local business owners receive official notification of the forthcoming ballot.

### **June - July 2014**

Voting pack is issued to you from Lambeth Council who is running the Clapham BID ballot.

### **25 July 2014**

Ballot deadline and voting closes.

### **1 October 2014**

If the ballot is successful, Clapham becomes a Business Improvement District.



## **CBC Management Committee members and business organisations**



### **Mint Group**

Dave Hanson, CBC Chairman



### **Eco Group**

Charmaine Wasif, CBC Vice Chair



### **Today's Living Health Store**

Pinder Soor, CBC Treasurer



### **Clapham Books**

Nikki Kastner, CBC Secretary



### **Metro Garden Restaurant**

Fran McMillan



### **Charles Sinclair**

Bobby Ijaz



### **McDonalds**

Awosanya Olu



### **SW4**

Ebuni Okolo



### **Aquum**

Terry Georgiou



### **Brickwood café**

Jayke Mangion



### **MJM Resourcing**

John Walker

### **Breads Etcetera**

Kurt Anderson

### **Clapham Leisure Centre**

Laurence Oliver

### **Sainsbury's main superstore**

Hilary Shiekh

### **Waitrose**

Craig Hill

### **Wood Lark**

Andy Muspratt

# WORKING FOR YOU

Our achievements so far!

Since our constitution in July 2013, the CBC has been working hard on behalf of local businesses, to support and address business related matters. Our achievements so far are highlighted below:

- ➔ Secured funding to deploy a taxi marshal service on Friday and Saturday nights
- ➔ Ensured the continued funding support of the Clapham night-time Hub
- ➔ Delivered the Clapham Art Prize; a public exhibition of artwork in Clapham
- ➔ Organised two business networking sessions
- ➔ Produced the Love Clapham promotional window stickers for locals shops and businesses
- ➔ Distributed a free Clapham business newsletter to inform on local business matters
- ➔ Provided businesses with free tickets to events on Clapham Common
- ➔ Secured £30,000 of investment from the Mayor of London's New BIDs Programme
- ➔ £50,000 of investment issued from Lambeth Council to improve public spaces, tackle empty shops and fund wardens
- ➔ Represented Clapham on the Lambeth Business Crime Reduction Partnership
- ➔ Supported the roll out of a business radio scheme to reduce crime.



## PINDER SOOR TODAYS LIVING

Creating a BID in Clapham presents local businesses with a unique opportunity to come together as a community to make Clapham a better place for businesses, our employees and local residents. Together we can take Clapham to a new level.



# CONTACT US

Why vote YES to the Clapham BID?

**Over the last few months, Clapham-based businesses have shown a great deal of enthusiasm for a BID in Clapham. With millions of pounds in new investment set to come into area, now is the time to create a sustainable and successful approach to managing Clapham for years to come.**

Our business plan outlines the projects and services, which were chosen by you through a detailed consultation process. It reflects the issues you identified and the ideas you had to improve Clapham.

A Business Improvement District (BID) will allow us to carry out exciting projects and events, give businesses the support they need to flourish, drive down business costs and be a powerful, united voice. It will make Clapham an even better place to do business.

**To request a visit from a member of the BID team, please contact the CBC on: [info@claphambusiness.com](mailto:info@claphambusiness.com) or 07940 766 828**





