

THIS IS



CLAPHAM



EST. 871

BUSINESS PLAN

2024-2029



THIS IS CLAPHAM

EST. 871

Creating an exciting future for Clapham

For the last 9 years, This is Clapham BID has been delivering positive and effective benefits across Clapham. But we can't do any of it without your help. That's why investing in Clapham together, will bring additional opportunities for everyone.

The aims of This is Clapham BID is to help create;

- A green, clean, and creative area with lively streets and relaxing spaces.
- A safe, diverse, and welcoming place for great shopping and entertainment, day, and night.
- Well-connected and good value for businesses, large and small.

To do this, This is Clapham seeks to continue to deliver our diverse and successful programme and add new projects to help your business and Clapham thrive. We will continue to promote Clapham as a distinctive destination, reduce business costs and create innovative networks to support your business.

Together, we've already achieved so much, now is the time to make an even bigger difference - your YES vote counts. Help us achieve even more success in the next five years.

Since 2014, the BID has been providing valuable services and projects to help make running a business in Clapham easier. Before the BID, local businesses had no collective voice in Clapham and no way to come together to invest in their own community or future.

Vote YES to invest in your business community and make your voice heard.

Jeremy Keates

This is Clapham BID Manager

YOUR BOARD MEMBERS

Dave Hanson – Mint Group

Bobby Ijaz – Charles Sinclair

Pinder Soor – Today's Living

John Walker – Pulse Design

Saba Frichot – Minnow

Terry Georgiou – Aquum

Jon Chase – The Sweet Reason

Julia Barfield – Marks Barfield

Andrea Sealy – Snappy Snaps

Observer

Mark Leffer – Clapham Society

Observer

Cllr Linda Bray – Lambeth Council

Observer

Cllr David Robson – Lambeth Council

Message from the Board

This is Clapham was established in 2014 following a vote of local businesses. We are now seeking renewal for a third five-year term.

BIDs are business-led organisations funded by a mandatory levy on business occupiers, charged in addition to business rates. They are established following a vote of eligible businesses within a defined area and governed by legislation.

The This is Clapham BID has enabled us to be able to respond to the needs of our area through challenging times and to raise vital funds for the delivery of projects and services for the benefit of all businesses in Clapham.

The BID levy and additional funding generated from external sources by the BID is spent on initiatives and services that benefit Clapham bringing significant, extra investment to our town.

By continuing to work together, we can continue to develop Clapham as an even more distinctive destination for all. We've laid

strong foundations by delivering on the BID's vision to create a brighter, cleaner, and safer Clapham. Now it's time to be more ambitious.

We are all trying to run our businesses whilst watching bigger business issues evolve; retail industry disruptions and increasing pressure on the public sector and related cuts. We plan to make Clapham a leading destination for all.

Voting YES at the BID renewal ballot in January is vital. We are here to help local businesses become more resilient to these challenges and to create more opportunities for us all to thrive.

The services delivered by This is Clapham are hugely important to the way the town centre is managed and together we have made a huge difference in reducing crime, helping businesses to reduce their costs, making the area cleaner and investing in public realm improvements.

Join us in supporting the BID for the next five years. Together we can be one voice for the benefit of all.

OUR PLEDGES



YOUR BUSINESS VOICE

The BID will listen, lobby local and national stakeholders, and make Clapham's business voice heard on all major issues and lobby for investment.



INCREASED SECURITY

Business crime is everyone's priority. We'll lobby to increase the level of policing and security in the area and build on our award-winning programme for day and night-time.



PUBLIC REALM

We will continue to deliver our successful green space improvement programme and invest in sustainable public spaces, making Clapham a more enjoyable and attractive environment.



CLEANER ENVIRONMENT

We will make Clapham's streets even cleaner, day and night, by investing in additional cleaning resources.



CULTURAL DESTINATION

We will continue to invest in Clapham's creative community and celebrate and promote Clapham as a cultural destination. We will install new public art installations across the area and deliver the This is Clapham Public Art Strategy



COMMUNICATING FOR YOU

The BID will provide you with the business information you need, footfall trends, crime statistics and trends, legislative changes, local transport updates, local and national business initiatives and much more.

CLAPHAM

DESTINATION CLAPHAM

We will continue to promote our thriving business destination through our Clapham Guides, the This is Clapham website and exclusive Clapham Discount Card



SAVING YOU MONEY

We will continue to expand the number of businesses receiving our free recycling programme, reducing your costs and increasing rates of commercial recycling.

Celebrating Our Achievements

PROMOTE



11 Clapham Old Town Fair, Clapham Lights and Voltaire Unplugged **events organised.**

10,000 social media **followers**



82 Christmas Light decorations installed.



2000 Clapham shopping bags distributed.



10,000 Clapham Guides printed and distributed.

4,475

Clapham employees using the Clapham **discount Card.**



200,000 pageviews of the This is Clapham website in 12 months.

At least **38** different and **exclusive offers** available at any one time on the Clapham discount card

SAFE

120 hours **additional policing** each weekend lobbied for.

Over **1,000** people supported to get **home safely.**



2790 patrol hours a year from our high visibility warden service.



23 businesses connected via the Clapham **radio system.**

312 images of **criminal behaviour** shared with Police in 12 months.



200 people received medical treatment from the **HUB medics.**

Over **25** businesses attend the **Friday night briefing** each week for licensed premises.

CONNECT

71,535 kg of food recycled every year

214,145 kg

a year of **Mixed recycling**



£249,877 cost savings through commercial waste and recycling scheme, over 5 years.



200 Clapham Christmas tree decorations made by local school children.

ENHANCE

10 public art installations and **£16.5k** of external funding raised.



12 planters installed.

£118,500 covid recovery **grant invested** in a new pocket park, additional greening, and public realm projects.



1 iconic Clapham clock tower cleaned and repaired.



1300 new plants refurbishing wildflower meadow and **beautifying** local green spaces.



4 road closure weekends on Voltaire Road.



60/80 graffiti hotspots cleaned.



15 - 20 businesses supported with applications for **pavement licenses.**

WHAT OUR MEMBERS SAID

This proposal sets out a clear vision and detailed business plan for what we aim to achieve in the BID's third term from 2024-2029.

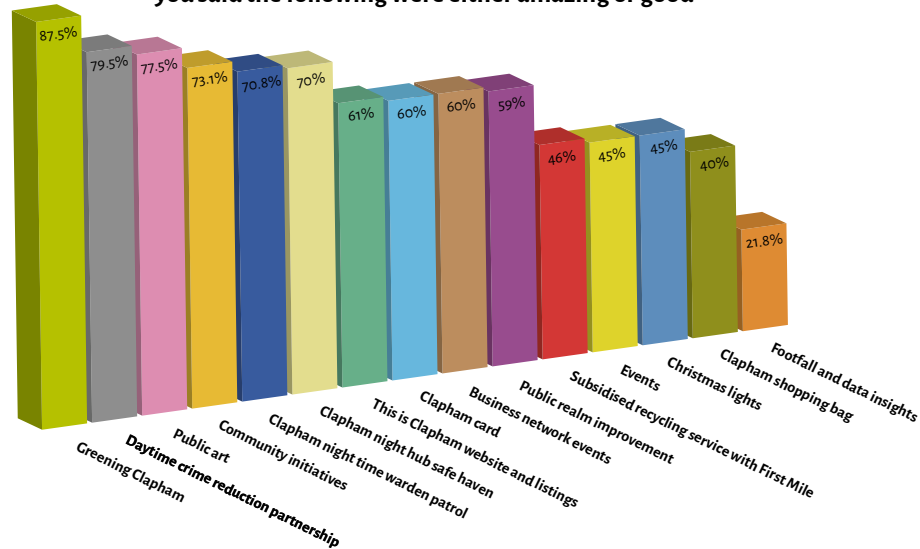
During the consultation, we asked you which services are the most important to your business and which new initiatives would add the most value. Businesses and stakeholders came together to set these priorities. Your

answers coupled with our regular conversations with the business community formed the basis of the This is Clapham BID's plans for the next five years.

In our recent consultation in October/November we received responses from a wide variety and cross section of businesses, across different sizes and sectors.

The chart below demonstrates that all our current initiatives and services receive a strong level of support from the business community. Most notably the night time warden service, daytime crime initiatives, greening projects, events, such as the Old Town Fair and light switch on event and promotion for businesses through the website and the Clapham Card

When asked which services are most important to your business, you said the following were either amazing or good



We also asked businesses what they would like us to deliver in the future. Suggestions primarily focussed on reducing crime, both day and night time and general anti-social behaviour, along with an increase in greening activities and local promotion to the residents.

Members feedback

"Thank you for the work that you do supporting the Clapham business community and always striving to make Clapham a safe environment and better place to be".

"This Is Clapham & Clapham BID is very helpful to my business and other local businesses.

I believe the BID has a positive impact on improving Clapham. From the cleanliness of the streets to the safety of visitors provided by the wardens and the safety net of the hub for anyone vulnerable".

"Amazing organisation".

"Clapham BID is relevant and is an important part of the fabric of our community. As an owner operator business, we have really enjoyed support from 'the bid' and sincerely hope the status quo continues".

"We've had wonderful support from Clapham BID this past year and are very thankful for it".



PROMOTE CLAPHAM



Royal Visit



Clapham Christmas Tree decorations made by local schools



Clapham Fair



Clapham Card

A yes vote in January 2024 will mean the continuation of the following services...

THIS IS CLAPHAM WEBSITE - All BID members have a free directory listing on the thisisclapham.co.uk website and can use the site to promote events, offers and job opportunities. In the last 12 months the site has had 72,000 users and 182,582 pageviews. It is now established as the go to What's On website listing for Clapham.

CLAPHAM GUIDE - We have published seven Clapham Guides and distributed 10,000 copies direct to households, also making them available at collection points around Clapham. Each guide features the Clapham cultural map and combination of local news, events, and business listings.

EVENTS - In the second term of the BID we built on the popularity of the Clapham Old Town Fair and Christmas Light switch

on events. We have run 3 Old Town Fairs and organised 4 Christmas Light Switch on events. Most recently we organised 4 weekend road closure events on Voltaire Road in partnership with businesses and Lambeth Big Shift initiative.

ROYAL VISIT - Although we can't promise another royal visit, in May 2021, we were honoured to receive Prince Charles and Camilla to Clapham to meet businesses and show them the town, putting Clapham firmly 'on the royal map'.

CLAPHAM CARD - In 2018 This is Clapham launched an exclusive discount card for employees and business owners who live and work in Clapham. The card provides local employees access to around 38 exclusive discounts, encouraging business to business trade and keeping money circulating within the local Clapham economy. 4,475 cards have been distributed, enabling your business to provide a no-cost benefit to all your staff members working in the area, whilst supporting local businesses.

Future Programme

We will increase the number of users of the This is Clapham Website and our social media platforms, providing businesses with a free tool to promote your business and boost your online profile.

We will produce a Voltaire Road event strategy, in line with weekend road closures and public realm improvements.

We will continue to deliver and grow our events strategy, including the successful Clapham Old Town Fair and Christmas Lights Switch on events. We will also provide support to other locally run events such as the Clapham Fringe, The Clapham Pride Festival and seek to deliver other events that bring people to Clapham.

We will continue to deliver regular copies of the Clapham Guide, update the Clapham Cultural Map, and evolve this popular publication that provides local businesses with free advertising opportunities.

We will increase the number of employees using the Clapham Card and increase the number of discounts available.

We will seek to promote Clapham as a visitor destination further afield to drive footfall to the area and promote inward investment opportunities.

Nearly **5000**
Clapham cards
distributed

CONNECT CLAPHAM



Windrush Exhibition by local photographer Jim Grover at Clapham Library



William Scott exhibition at Studio Voltaire



Free Recycling Service



Clapham Bag and Map

A yes vote in January 2024 will mean the continuation of the following services...

FREE RECYCLING - 104 businesses receive free recycling services through our waste partners First Mile. In the last 12 months we have helped businesses recycle 214,145kg of waste, reduced the number of service vehicles using local roads, with associated congestion and air quality benefits and enabled businesses to reduce their costs.

COMMUNITY LINKS - The BID has worked closely with the community to support local initiatives. We have invested in local projects including Bandstand Beds, Voltaire Road Car Free weekends, The Clapham Fringe Festival. This is Clapham is a member of Clapham Common Management Advisory Committee (CCMAC) and works alongside this group to manage Clapham Common more effectively.

BUSINESS NETWORKING – We run a regular programme of business networking events, Businesses are invited to enjoy refreshments, listen to guest speakers and network with local businesses helping to build a strong local business community.

LOBBYING – we have worked closely with public agencies including Lambeth Council, TFL and the Met Police ensuring that the views of local businesses are represented on issues that are important to you and we will continue to lobby these organisations to invest in Clapham.

DATA SHARING – as a BID we have access to a large amount of data about the town, regularly sharing footfall data with businesses, information about criminal behaviour with the police etc and using this to inform future strategies and feedback on our activities.

Future Programme

We will lobby Lambeth Council to deliver the regeneration programme for Voltaire Road and work with TFL to improve safety at Clapham North, ensuring that the views of the business community are represented.

We will continue to work with Clapham Transport Users Group and raise concerns around transport related issues in the area.

We will lobby the relevant authorities to keep Clapham nightlife vibrant and for it to be a safe place to visit at all times of the day.

We will contribute our collective ideas, expertise and local knowledge towards the development of the Lambeth Local Plan, The Lambeth Licensing policy and other key documents that impact on the future of Clapham and its businesses.

We will represent the voice of businesses in the upcoming developments and changes to the area.

214,145kg
per year of
Mixed recycling

ENHANCE CLAPHAM



Public Art by Flo Brooks



Flower Baskets



Additional Street Cleaning



Christmas Lights

A yes vote in January 2024 will mean the continuation of the following services...

STREET CLEANING - This is Clapham provides additional cleaning services focusing on grot spots and has significantly raised the standard of cleanliness across Clapham.

PUBLIC ART - In 2017 This is Clapham commissioned Studio Voltaire to produce a public art strategy. Since 2019 we have delivered 7 public art projects by artists Alex Fowkes (Prescott Place mural), Jim Grover (Maurice Dorfman and Windrush: a voyage through the generation), Flo Brooks (3d Mural Bedford Road), Unearthed Collective (Where can we be heard?) and Honky Design (shutter love - 8 shutters decorated).

CHRISTMAS LIGHTS - This is Clapham will continue to maintain and install the 82 sets of BID owned Christmas lights. This includes lights on 72 lamp columns and 10 spheres in trees at Clapham Common Tube Station, creating an eye-catching display and promoting Clapham as a visitor destination.

GREENING - We will continue to maintain and improve green spaces in Clapham. We have updated the green area next to Clapham Tube Station and created a pocket park in Prescott Place as well as renovating the wildflower meadow. This is Clapham has been awarded a silver at the London in Bloom Awards.

DECORATIVE LIGHTING - This is Clapham maintains the decorative lighting in trees at Clapham Common Tube station and festoon lighting on Venn Street.

Future Work

We will invest further in public art and decorative lighting across the area, bringing visitors to the area and attracting external investment.

We will increase investment in our green space maintenance programme, enhancing existing and creating new pocket parks.

We will create SuDS gardens with a variety of plants to help with flood mitigation and increase biodiversity.

We will create a new graffiti removal service, enabling graffiti to be removed from commercial properties in the area, quickly and efficiently.

We will invest in a new pocket park at Clapham Common Tube Station.

Work to enhance the Clapham Common Gateway in partnership with local stakeholders.

We will work with Lambeth Council to implement the tree strategy for Clapham.

An enhanced public environment forms the foundation for a sustainable future. Collectively every action matters and together, we will build a greener, healthier and cleaner Clapham.

1300 new plants refurbishing wildflower meadow and beautifying local green spaces

SAFER CLAPHAM



A yes vote in January 2024 will mean the continuation of the following services...

PARTNERSHIP WITH POLICE – We have successfully lobbied and obtained Met Police funding for dedicated Clapham police presence over the weekend, additional lighting, and extra CCTV cameras. We continue to work with the Police and Lambeth Council to maintain a well-managed and safe commercial district during the day and at night.

RADIO SYSTEM – we have supported the roll out of the Safer Business Network radio system and created a new daytime and night-time network of businesses seeking to reduce crime and anti-social behaviour in the area.

CLAPHAM WARDENS - The BID employs a team of wardens to patrol Clapham at weekends and coordinate responses with the Police.

CLAPHAM HUB - In partnership with Churches Together in Clapham we support the Clapham Hub, a medical facility and multi-agency operation centre, which reduces the number of ambulance callouts, visits to A&E and helps prevent people becoming victims of crime.

FRIDAY NIGHT BRIEFINGS – In partnership with the Metropolitan Police, This is Clapham hosts fortnightly Friday Night Briefings for licensed premises, attended regularly by 25 businesses.

PARTNERSHIPS TO REDUCE CRIME – This is Clapham organises targeted weekly visits to retailers to share intelligence about local crime, working with the local police teams to address daytime crime.

Future Work

We will build upon our successful safety programme by delivering relevant training and building stronger partnerships.

Lobby for more uniformed Police presence across Clapham.

We will continue to work with all the relevant public agencies to ensure issues of crime and anti-social behaviour affecting businesses are addressed.

Lobby the relevant agencies to keep Clapham's nightlife vibrant.

Supporting licensed premises to raise standards, reduce crime and create a welcoming and safe environment for all.

Raise the profile of crime reduction initiatives particularly focussing on the daytime economy.

Deliver the roll out of Alert the intelligence sharing platform in partnership with the Safer Business Network London.

Over **1,000**
people supported to
get home safely

INVESTING IN CLAPHAM

Clapham High Street Urban Greening Vision



Pocket park in Prescott Place



In the last five years, the BID raised and invested over £1 million to make our vibrant area a brighter, cleaner, and safer environment. From 8th January to 8th February 2024, all businesses with a rateable value above £11,249 will be eligible to vote in the Renewal Ballot for the This is Clapham BID. If the BID is successful in the ballot, by number of Yes Votes and by Rateable Value, all businesses will be liable to pay one of the following percentage figures based on the rateable value of the property (in addition to business rates) –

1.5% for daytime businesses

2.4% for licensed late-night alcohol led premises and those serving hot food takeaway after midnight.

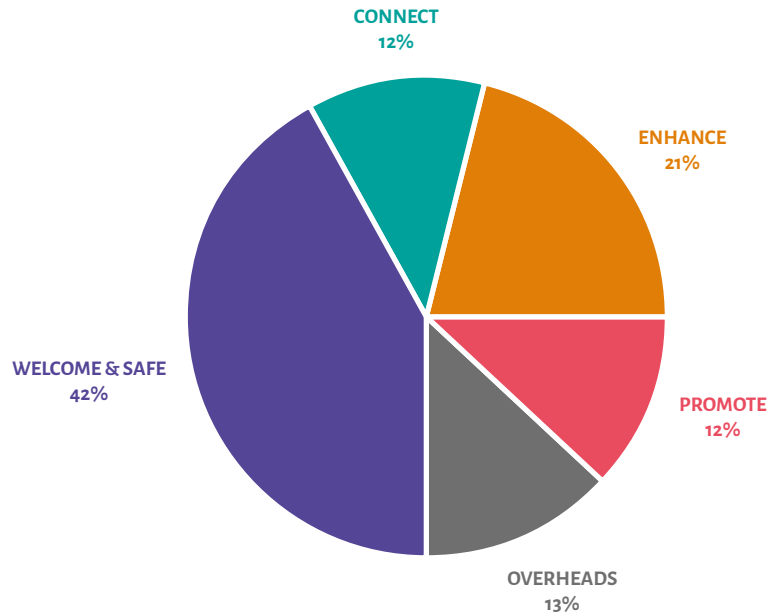
1% for properties in a designated Key Industrial Business Area

Over the period 2024-2029, the BID will raise approximately £1.65 million worth of levy. The Clapham BID has a proven track record of generating external income and will set a target to raise 10% extra funding from external sources including grants, sponsorships, and in-kind contributions.



BUDGET

The BID budget sets out income and expenditure. The projected income is assumed based on a 95% collection rate. Administration costs include levy collection fees, office, staff, and standard running costs.



THE BID LEVY WILL BE INVESTED IN THE PROPOSED WAY

This BID business proposal has been prepared during a cost-of-living crisis impacting businesses and the spend by customers. The BID is run as an efficient, cost-effective organisation aiming to deliver additional value. We pride ourselves on being innovative and able to react and adapt quickly to the fast-changing economic circumstances. If required, new initiatives may be added, and others reviewed to respond to the state of the economy and any changes in circumstances locally.

These will be decided by the Board and on-going engagement with our members. The goal and basis of all decisions is to maintain Clapham as a cleaner, greener, and safer destination for all.

GOVERNANCE

BUSINESS IMPROVEMENT DISTRICTS

Clapham Business Improvement District Ltd is the legal name of the company that runs This is Clapham BID. The BID is led by a Board of volunteer Directors, run by a small Executive Team and is a not-for-profit company, limited by guarantee.

BIDs are proven to be an effective vehicle to deliver considerable area and business benefits. Some interesting facts at time of writing:

- There are 330 BIDs in the UK and Ireland
- Over 70 of these are in London

THE BOARD

The Board consists of local business representatives who the BID appoints as Directors and who have voting powers. It is a balanced representation of business sectors to ensure all interests of our diverse community are served. The Board nominates at least one Chairperson each year at the Annual General Meeting (AGM).

The Board is also assisted by: 1. Invited Observers (no voting powers) who represent the Local Authority and other relevant organisations. 2. Steering Groups who work with the Executive Team to deliver the business plan. They are made up of local business community representatives, stakeholders and are chaired by a Board Member.

Directors and Observers donate services and time voluntarily. The BID appoints an accountancy firm to prepare the annual management accounts. The accounts are approved by the Board and ratified at the Annual General Meeting.

THE VALUES

The Clapham BID is an open, fair, and transparent organisation funded and led by its members. All members are eligible for a seat on the Board and elections are held at the Annual General Meeting. The BID is always looking for enthusiastic business champions who want to

make Clapham a better place. To express an interest in joining the Board or Steering Groups please contact us.

THE AGREEMENTS

If voted in for a third term, the BID will enter into a baseline agreement with the London Borough of Lambeth. This agreement defines the level of services that we should expect from the Local Authority providing the framework to define the additional value the BID brings. There will be an operating agreement between the Local Authority and the BID to define the contractual arrangements for the collection and enforcement of the BID levy. These documents will be available on the BID website.

COMMITMENT TO INCLUSION

Our core themes Promote, Enhance, Connect & Welcome and Safe, are designed to support and promote inclusion and visibility of the diverse communities that live, work, and visit Clapham. As a BID we are committed to have a positive impact on the future of Clapham by embedding equality and inclusion into all projects and deliverables. We seek to enhance the physical infrastructure, improve accessibility, and ensure a safe night-time environment. We want to create spaces that attract diverse audiences reflecting all the communities of Clapham and Lambeth.

We fund the night-time hub, additional security, and have lobbied successfully for additional policing. These services positively impact women, LGBTQ communities, and black and ethnic minority young men who are overrepresented victims of crime.

Any pedestrianisation or public realm/greening schemes will be designed with inclusion and more specifically accessibility at its core, considering those with restricted mobility, also analysing how public realm design can be excluding to a variety of protected groups, such as women and ethnic communities. All tender processes or supplier contracts will include EDI impact assessments.

BID RULES

The BID Levy is a mandatory charge. It is applied to all non-domestic ratepayers of rated hereditaments* in the Clapham BID Area that have a Rateable Value greater than £11,249 in the 2023 Valuation list. The BID Levy Payable for the financial year is calculated by:

- BID Rateable Value x BID Multiplier x (D/Y)
- D is the number of days in a Chargeable Period for which the BID Levy Payer is liable for the daily BID Levy. Y is the number of days in the year.
- The BID Rateable Value - For the periods 2024/25 - 2028/29 the rateable value will be the first available rating assessment of the hereditament in the valuation list on the earliest effective date.
- The BID Levy multipliers are: -
- 1.5% for daytime businesses
- 2.4% for licensed late-night alcohol led premises and those serving hot food takeaway after midnight.
- 1% for properties in a designated Key Industrial Business Area

The BID levy rate can be amended on an annual basis in line with inflation, at a rate to be agreed by the Clapham BID board, and not exceeding the national Retail Price Index (RPI).

Exceptions to the BID Levy

- Central list properties that are not in the local rating list.
- Advertising Rights - Valuation Office Analysis Code CA, CA1.
- Telephone Masts
- Kiosks
- Residential Estate Offices
- Schools
- Car parks and car parking places
- Outdoor Street Markets



PERSONS/ ORGANISATIONS LIABLE FOR THE BID LEVY

The BID Levy will be a daily charge. Liability for the daily BID Levy will fall on the occupier of the hereditament on the relevant day. For this purpose, entitled to possession shall have the same meaning as under s65 of the Local Government Finance Act 1988.

Hereditaments that hold a license to serve alcohol and hot food take away after midnight will be charged an additional 0.9% on top of the financial years' multiplier. Information to identify hereditaments that have an alcohol license past midnight will be obtained from Lambeth licensing Authority and eligibility criteria will be reviewed every six months and reviewed annually by the Clapham BID Board.

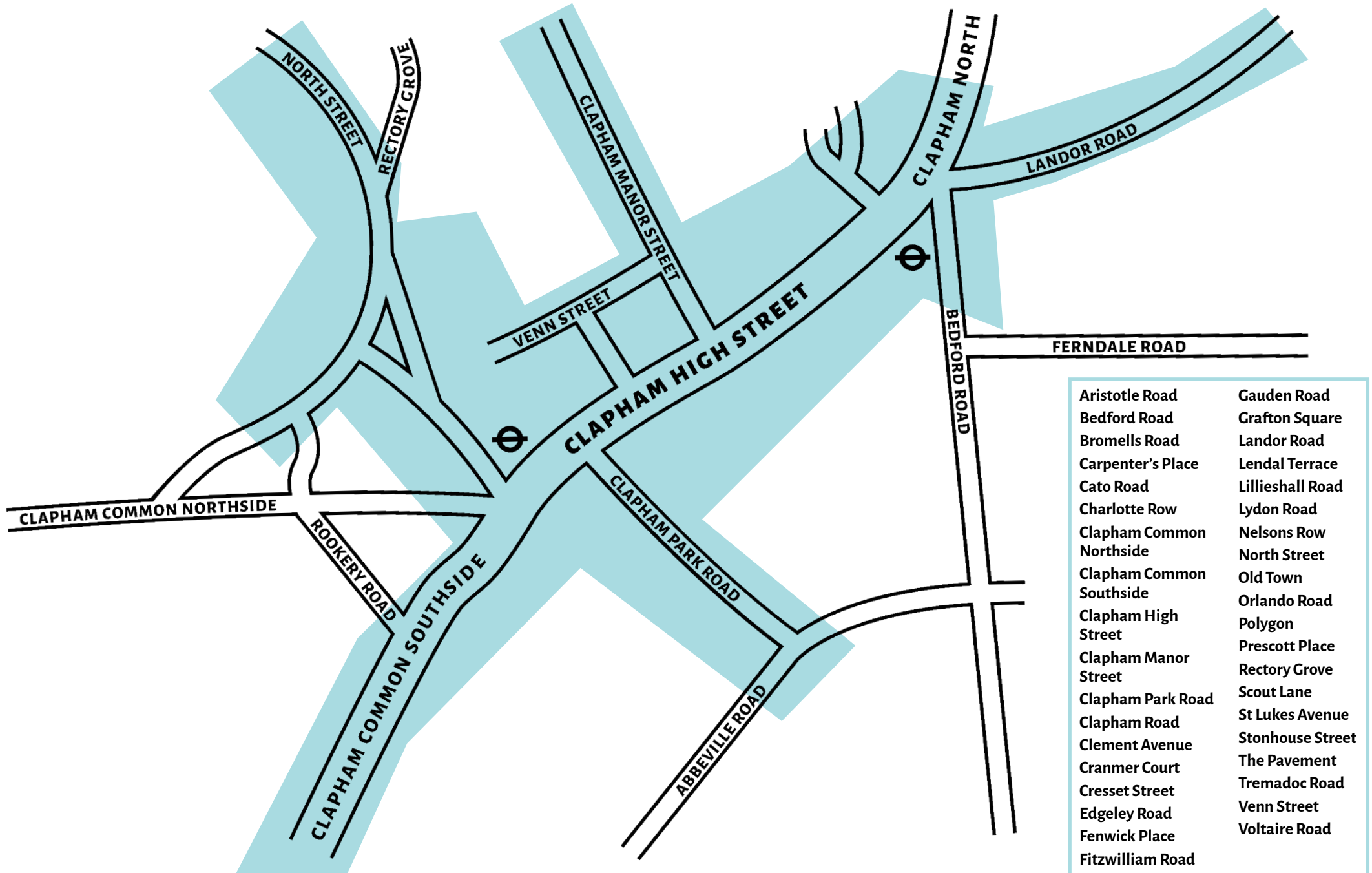
- Hereditaments within a designated Key Industrial Business Area will be charged at a reduced rate of 1%
- Registered charities will have their levy discounted at a rate of 70%
- Collection of the BID Levy will be undertaken by Lambeth Council on behalf of the BID.
- The BID Levy for a Chargeable Period must be paid by the due date as shown on the front of the invoice.

* Hereditament - has the meaning given in the Business Improvement Districts (England) Regulations 2004.

The BID Levy will be rounded to the nearest penny (NB. £0.005 will be rounded up to £0.01).



BID AREA MAP



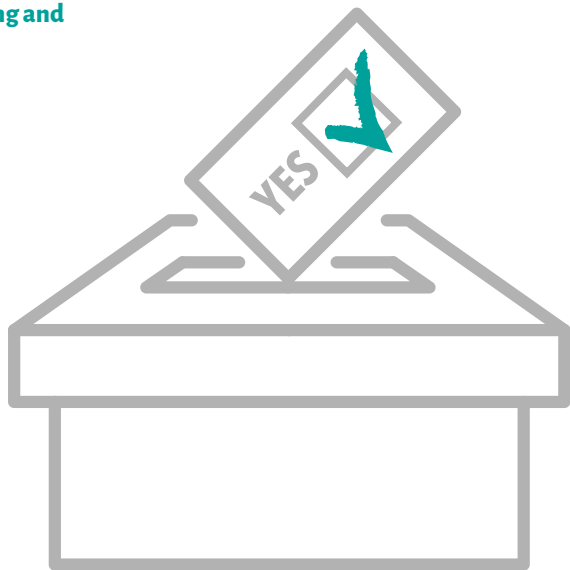
LOTS TO LOSE - PLEASE VOTE YES

Your vote really does count

If This is Clapham BID is not successful in the upcoming ballot, all the projects and services currently delivered by the BID will cease at the end of March 2024 and the BID will close. There is no other organisation to deliver these projects, services and benefits on behalf of Clapham businesses and the investment into your town will not happen.

Many services and events will be lost including...

- Maintenance of planting schemes and pocket parks
- Christmas lights
- Clapham Card
- Old Town Fair
- Additional greening opportunities
- Public Art and Shutter Love projects
- Support for the Night time economy, including wardens and safe hub
- Free allocation of commercial recycling and discounts thereafter
- Lobbying TFL for investment
- Partnership with Lambeth Council





11 December 2023

Notice of Ballot and renewal proposal sent to every business eligible to vote, by London Borough of Lambeth



8 January 2024

Voting opens. You will receive voting papers by post from London Borough of Lambeth



8 February 2024

Voting closes at 5pm



9 February 2024

Results announced

**YOUR VOTE
YOUR CHOICE
YOUR CLAPHAM**

#VoteClapham

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