

THIS IS



CLAPHAM



EST 871

#VoteClapham



THIS IS

CLAPHAM

EST 871

Creating an exciting future for Clapham

For the last 4 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. Safe, diverse and welcoming 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

Nikki Kastner – Clapham Books

Terry Georgiou – Aquum

Olu Awosanya – McDonalds

Jon Chase – The Sweet reason Company

John Walker – MJM Resourcing

Chris Frichot – Minnow

Laurence Oliver – Greenwich Leisure

Fran Macmillan – Metro Garden Restaurant

Adam Myall – Dexters

Julia Barfield – Marks Barfield

Strategic Board Member –

Mark Leffler – Clapham Society

Strategic Board Member –

Cllr Nigel Haselden – 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 second 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 have a sense of ownership of our area and to raise vital funds for the delivery of projects and services for the benefit of all businesses in Clapham.

All funding generated through the BID is ring-fenced for the benefit of Clapham and funding from external sources is generated to add value to your investment.

Working together over the next five years, we can establish Clapham as an even more distinctive destination for all. We've laid the foundations by delivering on the BID's first term 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.

This is why voting YES at the BID renewal ballot 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 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.

This is Clapham Board

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 increase the level of policing and security in the area and build on our award winning programme.



CLEANER ENVIRONMENT

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



CULTURAL DESTINATION

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



COMMUNICATING FOR YOU

The BID will provide you the business information you need; business rates, crime, footfall trends, legislative changes, local transport updates, and much more.

CLAPHAM



DESTINATION CLAPHAM

We'll continue to promote our thriving business destination through our Clapham Guides, the This is Clapham website and exclusive Clapham Discount Card, targeting local residents and visitors.

SAVING YOU MONEY

We will continue to expand the number of businesses receiving our free recycling programme and increase rates of commercial recycling.



PUBLIC REALM

We will continue to deliver our successful green space improvement programme and invest in public realm.

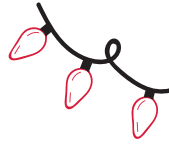
Celebrating Our Achievement

Promote



8 Clapham Old Town Fair and Clapham Lights events delivered

82 Christmas Light decorations installed



70,000 Clapham Guides printed and distributed



5,000 social media followers



194,541 page views of the This is Clapham website in 12 months

500 Clapham shopping bags sold
£500 raised for Ace of Clubs

200 Clapham Christmas tree decorations made by local school children



SAFE



40% reduction in crime taking place at weekends

50 businesses connected via the Clapham radio system



1,040 attendees at the Friday night briefing for licensed premises

1,046 people supported to get home safely by the Clapham Night Hub annually



1 Police POP award for an outstanding contribution to reducing crime in the area



312 images of criminal behaviour shared with Police in 12 months

2,496 patrol hours a year from our high visibility warden service

1 National Award for the Best New Best Bar None Licensing programme



Enhance



36,000,000 viewed the David McDiarmid Rainbow Aphorisms art installation in Clapham and across the London Underground Network



10 fruit trees planted

2,500m² of pavement cleaned every Sunday morning



150 festoon lights across Venn Street



8 public art installations and **£40k** of external funding raised



2 London In Bloom Silver Awards

Connect



241,065kg of waste recycled by our members each year

228,275kg of waste converted into energy by our members each year



300 businesses benefiting from local networking opportunities each year

£160k of costs savings identified through our cost reduction service

1,500 Clapham employees using the Clapham discount card



£300k for our members through the business rates rebate scheme

1,000 Spring bulbs, **2,000** plants planted in greenspaces



30 hanging baskets installed and maintained



1,008 LED lights in trees by Clapham Common Tube Station

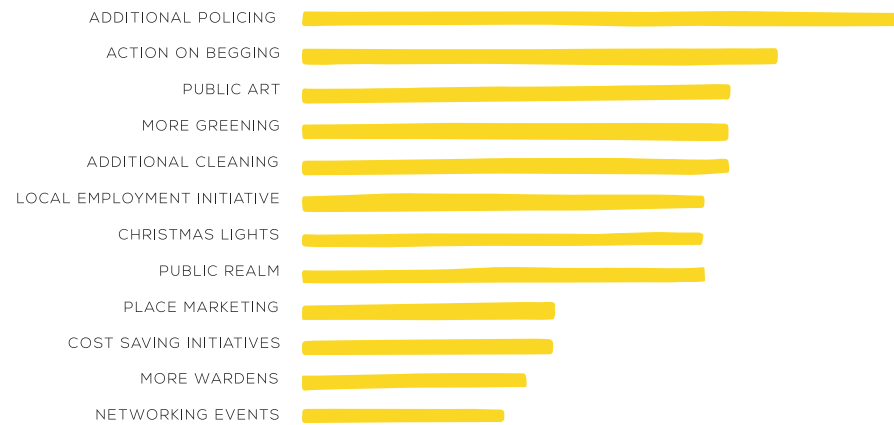
WHAT OUR MEMBERS SAID

This proposal sets out a clear vision and detailed business plan for what we aim to achieve in the BID's second term from 2019- 2023.

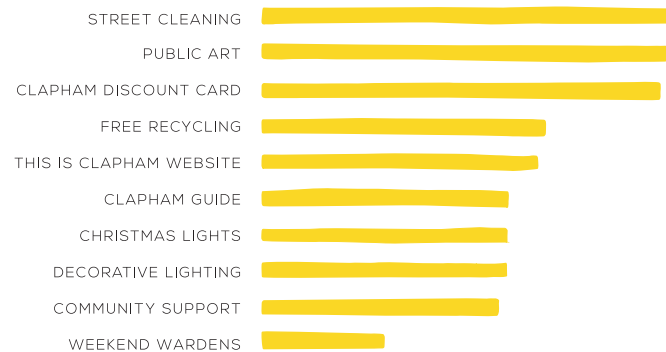
During the consultation, we asked you which services are the most important to

your business and which new initiatives would add the most value. Businesses and stakeholders came together to set these priorities. Your answers formed the basis of the Clapham BID's plans for the next five years.

MOST IMPORTANT



NEW OPPORTUNITIES & NEW INITIATIVES



PROMOTE



Clapham Old Town Fair



Clapham Old Town Fair



Christmas Lights Switch On Event



82 Clapham Christmas Lights installed



Alfresco Dining in Clapham



The Clapham Card exclusive reward programme for local employees

A yes vote in February will mean the continuation of the following services,

THIS IS CLAPHAM WEBSITE

All BID members get 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 190,000 pageviews and has become the go to what's on guide to Clapham.

CLAPHAM GUIDE

We have published seven Clapham Guides and distributed 70,000 copies direct to households and available at collection points around Clapham. Each guide features the Clapham cultural map and a combination of local news, events and business listings.

EVENTS

In the first term of the BID we created the Clapham Old Town Fair and have run three successful events that have grown in scale each year. We have organised four Christmas Light Switch on events to help celebrate the start of the festive season. We have supported a number of smaller events including the Clapham Book Festival and the Landor Road Car Free day.

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 over 40 exclusive discounts, encourages business to business trade and keeps money circulating within the Clapham economy. 1,500 cards have been distributed, providing your staff members with a tax free benefit to 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 you with a free tool to promote your business and boost your online profile.

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 Landor Road Car Free Day and Clapham Pride Festival and seek to deliver other small events that bring people to Clapham.

We will increase the number of Clapham Guides printed each year and include a greater focus on events taking place in the area, alongside the regular mix of business stories, history and culture. The Clapham Guide provides you with a free opportunity to promote your business.

We will increase the number of employees using the Clapham Card and increase the number of discounts available. We will consider extending the card to members of the public.

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



72,000
users ON
THISISCLAPHAM.
CO.UK

CONNECT



Business Networking event at Cactus TV



Free recycling service reduces business costs and increases recycling



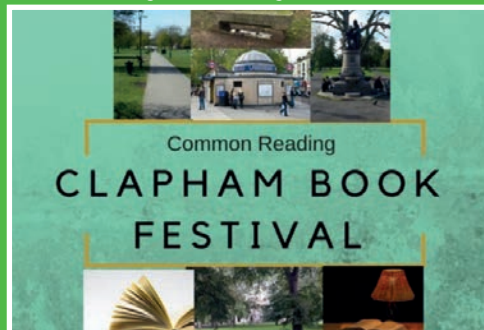
500 Clapham shopping bags sold supporting Ace of Clubs Homeless Charity



The Clapham Common Park Run, supported through our community grants programme



A new kitchen facility for Bandstand Beds, supported through our community grants programme



The Clapham Book Festival, supported through our community grants programme

A yes vote in February will mean the continuation of the following services,

BUSINESS NETWORKING

We run a regular programme of business networking events, which over the course of our first term have been attended by 300 businesses. Businesses are invited to enjoy refreshments, listen to guest speakers and network with local businesses.

FREE RECYCLING

140 businesses receive a free recycling service through our waste partners First Mile. In the last 12 months we have helped businesses recycle 214,000kg of waste, reduced the number of service vehicles using local roads and enabled businesses to reduce their costs.

COST SAVING PROGRAMME

In 2017 we ran a cost reduction programme for businesses who were able to access free consultancy advice on contracts. £163,264 of savings were identified with 27 businesses taking up the service.

COMMUNITY LINKS

The BID has worked closely with the community to support local initiatives. We have invested in local projects including Bandstand Beds, the Landor Road Car Free Day, the Clapham Book Festival and the Clapham Park Run. 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 RATES

Our campaign to promote the Business Rates Rebate provided by the Chancellor in 2017 has successfully reduced the impact of the business rates revaluation and has saved local businesses £300,000 over two years.

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.

Future Programme

We will expand our free recycling programme to more businesses in the area and seek to bring new waste streams on line.

We will introduce a new employment service in partnership with other South Lambeth BIDs to support local people into local jobs. It will enable businesses to advertise jobs and meet potential employees who have been through a vetted process, helping businesses find good quality local staff.

We will continue to lobby TFL and Lambeth Council to invest in the area. We will lobby Lambeth Council to deliver the regeneration programme for Voltaire Road and work with TFL to improve London's most dangerous junction 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 be a safe place to visit at all times of the day.



£300,000

saved for local businesses over two years

ENHANCE



David McDiarmid Rainbow Aphorisms art installation, part of the Clapham Public Art Strategy



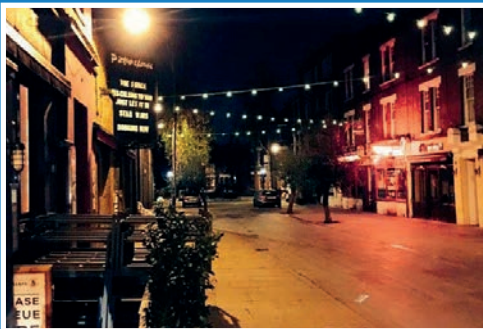
Our pavement cleaning service cleans 2,500m² every Sunday



Wildflower meadow in Clapham Old Town



Uplighting in trees at Clapham Common Tube Station



Decorative lighting on Venn Street



Public art installation on Voltaire Road

A yes vote in February will mean the continuation of the following services,

STREET CLEANING

This is Clapham provides a Sunday morning cleaning service. The vehicle cleans 2,500m² of Clapham every Sunday morning and has significantly raised the standard of cleanliness across Clapham, doubling the resource provided by Lambeth Council.

CHRISTMAS LIGHTS

In 2017 This is Clapham purchased and installed 82 Christmas lights. This included 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

This is Clapham works with St Mungo's homeless charity to maintain green spaces in Clapham. We have created an urban orchard on Landor Road, a wildflower

meadow in Clapham Old Town and invested in existing green spaces. For the last two years This is Clapham has been awarded a silver at the London In Bloom Awards.

DECORATIVE LIGHTING

This is Clapham has installed decorative lighting in trees at Clapham Common Tube station and festoon lighting on Venn Street. We will continue to maintain these lighting projects and seek new opportunities to improve the public realm.

PUBLIC ART

In 2017 This is Clapham commissioned Studio Voltaire to produce a public art strategy. The first pilot project saw works by the artist David McDiarmid installed across Clapham and the London Underground Network. The exhibition has estimated to have been seen by 36 million people, and attracted £37k of external funding. We have installed a total of eight public artworks across the area and continue to seek opportunities to deliver the art strategy.

Future Programme

We will invest further in public art, green space improvements and decorative lighting across the area; bringing visitors to the area and attracting external investment into Clapham.

We will further expand our programme of hanging baskets.

We will increase investment in our green space maintenance programme.

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

We will fund a new gum removal service to tackle the worst hotspots in Clapham.

We will invest in a new pocket park at Clapham Common Tube Station, following a successful planning application to Lambeth Council in 2017 and having raised £10,000 of external funding.



36 million
People saw the David
McDiarmid exhibition

SAFER



Our High Street defibrillator provides lifesaving equipment on the High Street and training for local staff.



Our weekend Warden Service



The Clapham Hub helps people get home safely, reducing crime and ambulance callouts



The Clapham Best Bar None licensing programme has supported 30 businesses to reduce crime and operate their business more effectively.



Branded vests for door supervisors increases visibility of security staff



The Clapham radio system connects 50 businesses to CCTV and local policing teams

A yes vote in February will mean the continuation of the following services,

CLAPHAM WARDENS

The BID employs a team of wardens to patrol Clapham at weekends and coordinate responses with the Police. Crime taking place at weekends has reduced by 40% since the BID was created and has freed up valuable Police resources across the area. We will continue to work with the Police and Lambeth Council to maintain a well-managed and safe commercial district during the day and at night.

CLAPHAM HUB

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

BEST BAR NONE

This is Clapham has run two Best Bar None licensing programmes, supporting licensed premises to raise standards, reduce crime and create a welcoming and safe environment for all. In 2017 This is Clapham BID won the national award for best new Best Bar None scheme.

FRIDAY NIGHT BRIEFINGS

In partnership with the Metropolitan Police, This is Clapham runs weekly Friday Night Briefings for licensed premises, attended regularly by 20 businesses. In 2017 This is Clapham BID won silver at the national Problem Orientated Policing (POP) awards.

RADIO SYSTEM

We have supported the role 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.

BEGGING AND HOMELESSNESS

We will continue to work closely with Ace of Clubs Homeless charity to help people sleeping rough in the area to ensure they access the services available to them. In 2017 we launched the Clapham Shopping bag, which helps promote the work of Ace of Clubs. For every bag sold a contribution is made to this important local charity.

DEFIBRILLATORS

We have purchased a defibrillator for the High Street and provided training for ten businesses on how to use this life saving equipment.

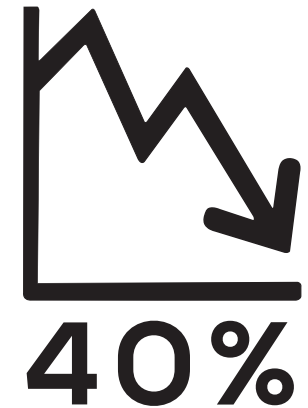
Future Programme

We will build upon our successful safety programme and explore the opportunity to employ a dedicated Police Officer to focus on business crime in Clapham during the day and at night, working alongside our wardens and the Safer Business Network. This additional policing resource will ensure a neighbourhood approach to policing in 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.

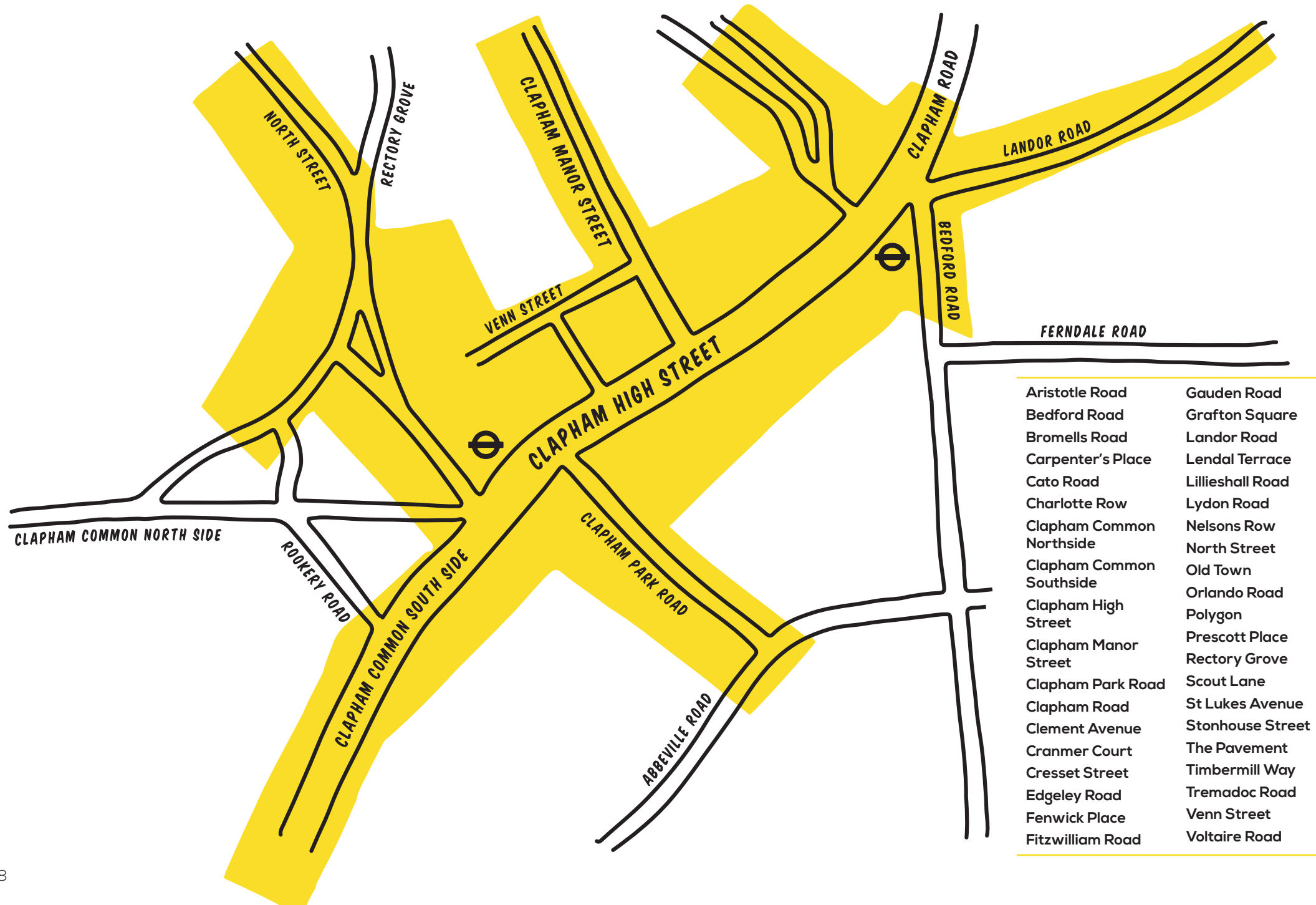
Lobby for more uniformed Police presence across Clapham

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



**REDUCTION IN CRIME
AT THE WEEKENDS**

BID AREA MAP



INVESTING IN CLAPHAM

In the first five years, the BID raised and invested approximately £1.125 million to make our vibrant area a brighter, cleaner and safer environment. In February, any business with a rateable value above £11,249 is eligible to vote and will be liable to pay one of the following percentage figures 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 2019-2023, 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.

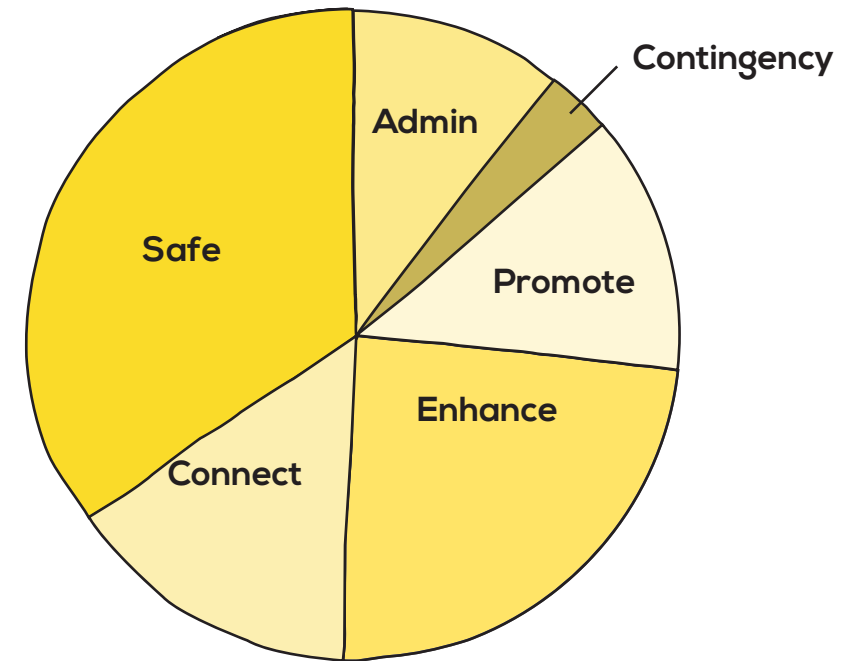
BUDGET

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



THE BID LEVY WILL BE INVESTED IN THE PROPOSED WAY

The BID business proposal has been prepared at a time when further London Borough of Lambeth, Metropolitan Police and public funding cuts are planned. This is Clapham BID is an innovative organisation that can adapt to change and still deliver value. New initiatives may be added to the business plan during the second term in response to circumstances outside the control of the BID. These will be decided by the Board and on going engagement with our members. The ultimate goal and basis of all decisions is to maintain Clapham as a cleaner, greener and safer destination for all.



GOVERNANCE

BUSINESS IMPROVEMENT DISTRICTS

This is Clapham Business Improvement District (BID) Development Company is the legal entity running the 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 294 BIDs in the UK and Ireland

Over 60 are in London alone

Growing by circa 20 new BIDs per annum

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 FINANCE

The Board members and Executive Team use their expertise to determine annual budget spend. The Board may review the BID threshold and may revise upwards, if deemed necessary. When Central Government reviews the Rateable Values (currently planned for 2021), the Board may consider applying measures to mitigate the effects.

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 join the Board and Steering Groups, contact us.

THE AGREEMENTS

If voted in for a second 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 and sets out what 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 are available on the BID website.





13 December

Notice of Ballot and renewal proposal issued by London Borough of Lambeth



15 January 2019
Voting opens. You will receive voting papers from London Borough of Lambeth



14 February

Voting closes



15 February
Results Announced

YOUR VOTE YOUR CHOICE YOUR CLAPHAM

#VoteClapham
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