

# LONDON BID PROGRAMMES

Name of BID	Key Objectives	Main Activities
<b>Wimbledon</b>	1. Attractive & Vibrant Town Centre	<ul style="list-style-type: none"> <li>a) Pilot scheme of set rubbish collection times</li> <li>b) Ambassadors to report issues with rubbish, cleansing or maintenance</li> <li>c) Planting, banners and lighting</li> <li>d) Upgraded paving, gum removal and cleansing to ensure high quality pedestrian environment</li> <li>e) Projects to prevent and deter shop lifting, and anti social behaviour.</li> <li>f) regular high Quality markets, themed events, promotional activity and performances.</li> </ul> <p>LONG TERM</p> <ul style="list-style-type: none"> <li>a) To increase public space</li> <li>b) To pedestrianise part of Town Centre</li> </ul>
	2. Connected and Presented	<ul style="list-style-type: none"> <li>a) Online and printed business and cultural attraction directory also available via an APP</li> <li>b) Promoting offers and discounts from local retailers and leisure operators to those in local offices</li> <li>c) Coordinated lobbying as a strong collective voice concerning trading environment</li> <li>d) Create a permanent marked walking route from Wimbledon Station to the All England tennis Club to promote area and its heritage.</li> <li>e) Presentation of all local events and news on love Wimbledon website</li> <li>f) Shop local scheme and promotions for a themed week</li> <li>g) Networking events</li> <li>h) Expansion of information desk service.</li> <li>i) Lobbying to reduce roadworks, and transport information provision</li> <li>j) review of parking provision</li> <li>k) Better provision for cyclists</li> </ul>
	3. Services to Businesses	<ul style="list-style-type: none"> <li>a) business recycling service</li> <li>b) Green business advice</li> <li>c) Zero to landfill programme</li> <li>d) Joint procurement with your business neighbours</li> <li>e) One Stop shop assistance in matters relating to Public Realm and trading environment</li> <li>f) Supporting and promoting the evening economy- cleansing, travel, safety and licensing laws.</li> <li>g) Free membership of the Merton Chamber of Commerce and all associated benefits.</li> </ul>
<b>Hammersmith</b>	1. Safe and Secure	<ul style="list-style-type: none"> <li>a) Additional PCSO's</li> <li>b) Improvement and expansion of radio scheme</li> <li>c) Crime Awareness campaign</li> </ul>
	2. Clean and Attractive	<ul style="list-style-type: none"> <li>a) Auditing cleaning standards</li> <li>b) Clean up activities</li> <li>c) Floral displays</li> <li>d) Shopfront improvement programme</li> <li>e) Anti litter campaign</li> </ul>
	3. Promoted and Energised	<ul style="list-style-type: none"> <li>a) 5 year promotion and advertising campaign to promote area of BID as destination to work, shop visit and enjoy.</li> <li>b) Electronic information panels</li> <li>c) Events and performing arts programme</li> <li>d) Branding, Public Art and architectural lighting.</li> </ul>
	4. Informed and Involved	<ul style="list-style-type: none"> <li>a) Regular communication with all businesses, quarterly newsletter and website</li> <li>b) A Business club to represent small businesses with a rateable value of under £30,000.</li> <li>c) BID will provide a strong, united voice for businesses to influence nature and scope of services and investment.</li> </ul>
<b>Camden Town Unlimited</b>	1. Improving the Environment	<ul style="list-style-type: none"> <li>a). Cutting Crime, additional officers and on street communication network linking retailers and CCTV.</li> <li>b) Street Cleansing</li> </ul>
	2. Driving down costs	<ul style="list-style-type: none"> <li>a) Joint Procurement</li> <li>b) Free Recycling</li> </ul>
	3. Advocating and Lobbying interests	<ul style="list-style-type: none"> <li>a) Reduce tube closure campaign</li> <li>b) Representing businesses with planning and Local Development Framework documents</li> </ul>
	4. High Street that Excites	<ul style="list-style-type: none"> <li>a) Promoting and work with regional festivals</li> <li>b) Press Visits</li> <li>c) Legible London</li> <li>d) Attraction of Creative businesses</li> </ul>
<b>London Riverside</b>	1. Safe and Secure	<ul style="list-style-type: none"> <li>a) Joined up working with other security professionals and being on the Rainham Safer Neighbourhood Team.</li> <li>b) Mobile Security patrol will be introduced</li> <li>c) Improve CCTV Coverage in the area</li> <li>d) Uniform fencing and repair to the area</li> </ul>
	2. Clean	<ul style="list-style-type: none"> <li>A. Monitor rubbish and cleanliness issues and represent the area to the Council.</li> <li>B. Purchase additional services where needed such as lighting, footway repair, signage, refuse collections and deep cleansing services.</li> </ul>
	3. Coordinated	<ul style="list-style-type: none"> <li>a) One Stop shop assistance service.</li> <li>b) Promotion</li> <li>c) Applying for Grant funding</li> <li>d) Lobby and liaise with the Police, Council and national Governments</li> <li>e) New and Improved transport provision, introduce speed calming, reduce irresponsible parking,</li> <li>f) Ensure that major transport changes will encourage local employment and business opportunities.</li> </ul>

Name of BID	Key Objectives	Main Activities
<b>Bayswater BID</b>	1. Cleaner environment	a) Advise businesses on effective storage of Trade waste b) Rubbish Ambassadors c) Work with Council on problem areas d) Recycling
	2. Safety and Security	a) Customer Service Ambassadors b) Employ a Business Crime Coordinator and introduce an exclusion order scheme. c) 24 hour dedicated Police Team d) Shoppers Crèche and Child Safe zone e) Explore funding a wireless camera under the Safer Westminster Partnership.
	3. Transport, access and parking	a) Promote accessibility of parking and harmonising signage b) Work with those responsible for traffic regulation c) Work with Police and Council to address inappropriate parking d) Set up a Park/refund scheme and eco friendly local deliveries e) Set up local signage for the area based on Legible London f) Re-align certain pavements to smooth traffic flow and help pedestrian movement.
	4. The look and feel of the area	a) Create a regular local market b) Broaden pavements and modernise streetscape c) Create green link to Hyde park with plants and trees d) All year round decorate mood lighting programme e) Create Iconic Gateways to mark the entrances to Bayswater near Tube Stations f) Public Art
	5. Business Development	a) Introduce Public Skills Audit and On line support b) Streamline delivery arrangements c) Generate a development fund to help businesses grow d) Introduce key performance indicators and footfall measurement e) Business Consultation scheme to help with business rates
	6. Marketing and promotion	a) Deliver special leisure and entertainment events b) Promotion as a Tourist attraction c) Shop Local campaign d) Media Campaign to advertise vacant units e) Media campaign to promote area nationally f) Marketing strategy with generic branding all businesses can use g) Campaign that focuses on Safer Bayswater.
<b>Ealing BID</b>	1. Safer	a) Town Centre Rangers b) Radio Network extension c) Dispersal and Drinking control zones
	2. Cleaner	a) Cleaner form longer b) Anti Graffiti programme c) New litter bins d) Street lighting e) Removal of Street clutter f) Street paving and signage renewal
	3. Accessible	a) A greener Ealing with planting
	4. Active	a) Marketing, events and public Art
	5. Lobbying	a) Representation on Public Agency boards b) Business Networking c) Monitoring key programme indicators
<b>Angel BID</b>	1. Safer	a) Angel Police team b) Publicise serial offenders c) Shopwatch initiative d) Crime Partnership meeting
	2. Cleaner	a) Deep Cleanse twice a week b) Start cleansing at 6am c) Extra cleans in the evenings for heavily used areas d) Anti Graffiti e) One stop environmental shop f) Negotiated better rates from Council's waste supplier.
	3. Brighter	a) Attracted £2.1M investment for street scene from TFL b) lobbied Islington Council for £650,000 Chapel Market improvements including electric hook-ups for stalls, relaying pavements, road resurfacing, marking out stall pitches. c) Festive lighting d) Hanging baskets e) Farmers Market
	4. Better for Business	a) Business representation
<b>Kingston BID</b>	1. Cleaner Streets	a) Cleansing streets b) Graffiti and fly poster removal c) Recycling cardboard d) Gum removal
	2. Safer Streets	a) Night time manager b) Kingston Business against Crime Partnership including Police, CCTV, Council, bars and nightclubs.
	3. Better Transport	a) Pedestrianisation of streets b) Safer travel at night campaign with more buses and taxi kiosks with map
	4. More Customers	a) Marketing and events

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<b>Fitzrovia BID</b>	1. Sector focus	a) Reducing business costs, free recycling, joint procurement b) Dedicated resource from the police to target crime c) Office Community, marketing as a destination of choice, reduce energy costs, Business to business marketing, staff loyalty card and staying connected.
	2. Measurement	
	3. Sustainability	a) Make creative heritage a unique selling point b) Waste management and recycling c) Local employment
	4. Inclusive	a) Pleasant and safe walking routes b) Marketing campaign related to retail calendar c) Festive lighting d) Brand Identity
<b>Waterloo BID</b>	1. Celebrate & Promote	a) Run free outdoor events and created a Food Festival b) Lights in trees c) National Press
	2. Represent	a) Campaigned for better parking and delivery arrangements b) Introduced a licensing forum for late night venues to network c) Looked at the Olympic possibilities for businesses d) Joint business rates appeals
	3. Connect	a) Attracted additional funding b) Legible London signage c) Created link between businesses and charities d) Attracted DWP funding for staff e) Business to business scheme to share offers between BID businesses f) Possibility of signage around Station area
	4. Enhance	a) Cleaner and recycling b) Gum removal c) Work with partners to remove street drinkers and beggars d) Won European Funding
<b>Victoria BID</b>	1. Safe & Secure	a) Trial facial recognition system onto CCTV to address low level crime and anti social behaviour b) Implement pub watch and shop watch schemes c) To develop a database to assist all employers recruiting for staff through the National Staff Dismissals register.  d) To establish a radio link scheme for retail and hospitality e) Designing out crime through training, lighting and private security patrols f) To employ an economic crime co-ordinator to focus on specific problems and to keep business informed on specific issues relating to business crime g) To work with The Passage in providing assistance for dedicated outreach work in the area, to encourage non-migrant "rough" sleepers to work towards re-entering mainstream society
	2. Clean & Green	a) To ensure we mitigate the impact of development on the business environment through communication with developers and contractors b) To keep businesses informed and updated on road closures and temporary re-routing of buses and taxis c) To ensure all businesses know what developments are underway and the vision for the area in terms of business mix d) To undertake monthly environmental audits to maintain a clean and attractive area, targeting hotspot areas e) To commission a full audit of signage for the Victoria BID area and consult and work with local business to improve signage and way finding f) To work with Network Rail and Transport for London to explore passenger flow into and out of both the station and underground to reduce congestion g) To continue with the implementation of the Carbon Charter with corporate tenants in Victoria working towards promoting a low carbon zone h) To continue to deliver walking tours for visitors and employees, the aim of the walks is to generate footfall for the retailers and to enable the workforce to relate to their wider setting i) To assist and promote more cycling into and out of Victoria through clearer cycle routes and promotion of cycle safety
	3. Visitor Destination	a) Introduction of Ambassadors b) Introduction of food and music festivals c) Six week summer festival and three seasonal events themed throughout the year d) To present itself as a major destination as Olympics are here. e) To participate in the New Year's Day parade
	4. Showcase Victoria	a) To develop a 5 year marketing programme to create Victoria as a destination b) To organise 4 seasonal events that focus around markets and Pop-Up shops and galleries c) Further development of the Victoria website and quarterly magazine d) Maps and directories available in electronic and hard copies. e) To work with media to promote business and the local area to national and international press. f) To develop a strong brand to be adopted by the businesses.
<b>Park Royal BID</b>	1. Improving Transport	a) Rephrase traffic signals b) Undertake a study to progress the realignment of the Heart of Park Royal junction c) Seek to secure car parking at the new underground parking area d) Improve car parking management e) Secure additional off street parking f) New entrance to tube station g) Improve traffic flow h) Offer a business Sat nav/ phone app for in bound delivery drivers
	2. Area management & Promotion	a) Install additional lighting b) Fly tipping removal service c) Identify flooding areas and undertake drain clearance d) Improved lighting around TFL stations
	3. Adding value to your business	a) Develop a Smart Buying Club  b) Undertake a made in park Royal trade show c) Business Networking d) Local intelligence updates for businesses

Name of BID	Key Objectives	Main Activities
<b>E11 BID</b>		e) Better signage
	1.Think Global, Act local	a)Solar lights b) Expansion of waste management and recycling c) Light Sculptures d) Energy Audits
	2.Keep moving, stay smiling	a) One free parking day per week b) Regular subsidised parking vouchers in BID area c) Dual use of residents CPZ's d) Increase in visible signage to car parks e) Regular monitoring of lights and traffic flow. f)
	3.Streetscape & Environment	a) Subsidised shop frontage scheme b) Connected town centre with additional lighting at crime hotspots c) Tree planting greening and flower scheme d) Townscape design feasibility study
	4 Safe and Sound.	a) Introduce vandal resistant sensors b) Expansion of No Drinking zone and the use of Met Special officers c) Also provide financial data information on crime support. d) Probation and remedial work project e)Localised CCTV coordination f) Expand Shop and Pub watch schemes.
	5.Cleaner district	a) Clean up services to be reviewed and adapted b) Removal of fly posting and graffiti c) Chewing gum removal# d) Branded bins creating an E11 identity
<b>Harrow 2008 Draft</b>	6. Locally empowered & marketed	a) Localisation of town centre management b) Interactive website both business and community focussed c) Expansion of business networking events d) Local purchase and supply chains e) Introduction of BluAD – Revolutionary technology that will send Bluetooth messages to handheld devices directly from businesses. A pilot BlueAd network will be set up in E11 where empty shops can be used for advertising f) Broadcast is a revolutionary 360° TV System that is remotely controlled via the internet g) Events Calendar i) Quality food awards scheme.
	1. Safe & Secure	a) Targeted Police measures to stop stock loss b) Stamping out illegal street trading c) Retail Crime partnership d) Tighter control on town centre traders e) Day to day management of St Ann's Road with link between retailers and Police/Council departments
	2. Promotion & Marketing	a) Regular themed markets and street entertainment b) Early evening opening and increased trading hours to provide after work leisure opportunities for office and shop employees. c) Increased investment in innovative festive celebrations d) Attract a greater retail mix through advertising vacancies e) Discounts and loyalty schemes to benefit town centre based office and retail employees
	3. Clean & Green	a) Introducing collective recycling and transport schemes so help businesses save money and boost green credentials. b) Ensure that new improvements in St Ann's road are safeguarded and that the town remains a modern, clean and vibrant feel into the future. c) Working with the council to monitor baseline activity and ensure additional measures for cleansing and maintenance are obtained as and when necessary.
	4. Partnership Working	a) To be a collective voice for businesses in the town centre b) To bring additional funding to the area. c) Build on existing relationships with Police and Harrow business Against Crime to tackle major issues of stock loss and shoplifting. d) To work with town centre hote4ls to stage events during periods of high occupancy. e) Forge a link between businesses and the local community to develop projects with young people as part of the Corporate Social responsibility (CSR) agenda.