



# Working together for a better Croydon

**Annual Report 2010/2011**

Croydon Business Improvement District

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# About Croydon BID

Since its formation in April 2007, the Croydon Town Centre Business Improvement District (Croydon BID) has been working to improve the experience of those working, shopping, visiting and doing business in our Town Centre.

Our projects and services reflect the priorities identified by businesses as being crucial for the town's commercial prosperity, namely:

- Those who use the Town Centre should feel **safe and secure**
- The Town Centre should be kept **clean and** made more **attractive**
- The **image and perception** of Croydon Town Centre should be improved
- Visitor numbers should increase
- The Town's **accessibility** should be improved and way-finding made easier
- Businesses should have a **strong and representative voice** on Town Centre issues

The projects and services we delivered during 2010-11 were funded through a mandatory levy of 1.038% collected from all businesses within the BID area with a rateable value of £40,000 or more and generating an income of £1.264 million. This was supplemented by additional cash and in-kind contributions worth approximately £500,000.

Croydon BID is one of the largest geographical BIDs in the country covering the entire Town Centre. We represent approximately 580 levy paying organisations which include many well-known brands and businesses in the retail, office, leisure, hospitality and public sectors.

# Chairman's Statement



I am pleased to report another successful year of achievement for Croydon Town Centre BID, the fourth of our current five year term.

Despite continuing tough economic conditions, the BID team continued to make good progress towards making our Town Centre a more appealing place to work, shop, visit and do business. Their hard work and achievements are acknowledged in this report.

I would like to thank members of the Croydon BID Board who represent major sectors of the Town Centre community and give their time and expertise freely and generously to the BID. The Board ensures that our Business Plan properly reflects business' priorities and members regularly review progress and expenditure on projects with the BID team. In recognition of the difficult economic conditions that many businesses continue to face, the Board has agreed the annual levy rate for the 2011-12 financial year is reduced to 1%. We believe we can continue to contain costs and achieve savings wherever possible, without impacting on levels of service.

Since the end of the financial year, Ros Morgan, our Chief Executive has resigned in order to take up a similar role with Kingston Town Centre BID. Ros has played a major part in the success of our BID during its first five year term and I would like to thank her for her hard work and commitment and wish her every success in her new appointment.

As we were about to publish this report, some of Croydon's businesses had become victims of the criminal destruction and theft that was prevailing across the country. The BID company will work closely with the Police, the Council and businesses to restore confidence and progress in our Town Centre.

**Joe Rowe**  
BID Chairman

# Chief Executive's Statement



The twelve months under review were both eventful and challenging; nevertheless, I am pleased and proud to say that the BID team made visible and demonstrable improvements in all of the priority areas identified by businesses as being important for enabling the Town Centre to thrive.

We continued to listen and respond to feedback received from businesses, employees, residents and visitors and used this to help inform our activities and shape future plans. It is therefore particularly gratifying to learn from independent research\* that people increasingly are noticing how Croydon is changing for the better. The results indicate, for example, that 50% of businesses and almost a third of visitors are able to spontaneously cite specific improvements they have noticed over the past year with increased policing levels, the general appearance of the area, less litter and more and better events being highest amongst them.

Under the present economic circumstances, it is clear that there is an increasingly important role for the BID to play in ensuring standards are maintained, improvement continues and we make the most of opportunities to promote our Town Centre. Working closely with our key partners in the public and private sectors and with the strong support of our Board, the BID team looks forward to another successful year for Croydon BID.

**Ros Morgan**  
BID Chief Executive

\*Source: Keep Britain Tidy Research – Business & User Perceptions of Croydon Town Centre, July 2011

## Our Key Achievements

4%

reduction in reported crime during the year

12%

Shoplifting re-offending rates compared to the national average of 20%

80

people housed as a result of targeting rough sleepers and street drinkers

90%

of businesses surveyed saw the positive impact of each of the BID's safety initiatives\*

92%

of visitors feel safe during the day-time\*

## Improving

Visitors and businesses increasingly are noticing an improvement in policing levels

\* Source: Keep Britain Tidy Research – Business & User Perceptions of Croydon Town Centre, July 2011

# Safe & Secure

Reducing crime and improving public perceptions of safety remain our top priority. Through our close association with key partners including the Metropolitan Police, Croydon Council, the Safer Croydon Partnership and the Joint Agency Group we delivered a wide range of initiatives across the year to deter and tackle Town Centre crime, reduce business losses and provide a highly visible security presence.

### What we delivered:

- Funded five extra police officers dedicated to Town Centre policing bringing the total number of Town Centre officers to 22
- Built on the first year's success of the Croydon Business Crime Reduction Partnership (CBCRP) through the introduction of affiliated Business Watch, Travel Watch and Pub Watch schemes, to target persistent offenders and reduce business losses through intelligence sharing
- Worked with the police and a range of support agencies to target street drinkers, rough sleepers, vagrants and gangs of youths
- Ensured better regulated control of street trading, entertainment and promotional activities to help foster a sense of well being in the Town Centre
- Worked to improve perceptions of safety by raising awareness of the wide range of crime prevention initiatives in place in the town through a Safer Croydon media awareness campaign and support for two Community Safety Events organised in conjunction with the Safer Croydon Partnership
- Funded 'Operation Candlelight' a joint campaign with British Transport Police to provide support and reassurance to the travelling public at peak times
- Promoted greater awareness and use of the Child Safe scheme at key times of the year with the aim of re-uniting family members separated in the town and highlighting Croydon's 'family friendly' credentials



## Our Key Achievements

### 46%

reduction in chewing gum litter achieved

### 84%

of businesses agree that introducing more floral displays improves perceptions of the Town Centre\*

## Award-winning

Awarded the Best Overall Town/District Centre Award in the 2010 Croydon in Bloom competition and contributed to Croydon achieving gold award-winning status in the London in Bloom and Britain in Bloom Awards

\*Source: Keep Britain Tidy Research – Business & User Perceptions of Croydon Town Centre, July 2011



# Clean & Attractive

Nothing creates a better first impression than a clean, tidy and cared-for appearance and ensuring the town's streets are litter-free, well-maintained and benefit from tangible, visible improvements is high up on our agenda.

Working in partnership with Croydon Council and various external suppliers, we have drawn on a wide range of skills and technical expertise over the course of the year to increase the Town Centre's appeal and improve everyone's experience of it

### What we delivered:

- Ensured standards of cleanliness were maintained by the Council and its contractors through regular monitoring of baseline agreements
- Installed window vinyls in 13 empty shop premises to improve their appearance and minimise the impact they have on the area
- Funded 2,000 additional hours of deep cleaning plus washing and maintenance of 'hot spot' areas, to supplement routine work carried out by the Council
- Worked with Croydon Council's 'Street Scene' team, to tackle graffiti, fly tipping and street staining and to review enforcement of illegal advertising, leafleting and 'mobile' advertising across the town
- Removed 2 million pieces of chewing gum litter and mounted our third annual Chewing Gum awareness campaign
- Installed over 200 additional floral displays to bring extra colour and a sense of life and vibrancy to the Town Centre throughout the year
- Worked with businesses, their employees, land owners and private agents to improve the visual appearance of neglected areas, subways and privately-owned land
- Supported the Council's gritting efforts during the worst of the winter weather

## Our Key Achievements

### 9 out of 10

visitors are satisfied with Croydon as a place to work and visit\*

### 82%

of businesses are satisfied with Croydon as a location for their business\*

### 37%

of visitors would not choose any other destination to visit – up from 29% in 2010\*

\*Source: Keep Britain Tidy Research – Business & User Perceptions of Croydon Town Centre, July 2011

## Perception & Image

As one of South London's primary retail, leisure and commercial destinations, Croydon has plenty to offer. Over the course of the year, we have focused on enhancing the town's profile and delivering a series of initiatives designed to raise awareness of the town's extensive, yet diverse, commercial offering in order to increase visitor numbers and highlight how Croydon is changing for the better.

### What we delivered:

- Specially targeted marketing, PR and promotional activity designed to build a sense of local community and offer a warm welcome to visitors
- Refreshed and revitalised the Croydon Town Centre and Croydon BID websites to provide tailored information designed to cater specifically for public and business needs
- Dedicated events and promotions to raise awareness of the town's varied commercial offerings, improve employee engagement and encourage Croydon's workforce to shop and socialise in the town after work
- Targeted campaigns on Twitter and Facebook to capitalise on the growing popularity of social media and help spread the word about what is on and available in the Town Centre



## Our Key Achievements

**15-25%**

increases in retail sales reported by the main sponsors of our fashion event

**8.2%**

increase in visitor numbers year on year to our Christmas lights switch-on event

**1.78 million**

people received the BID Christmas message through local media channels and PR

**68%**

of businesses recognise the positive impact that our events have on increasing the number of people visiting Croydon Town Centre\*

**44%**

of businesses recognise the positive impact that our events have on increasing the number of people who visit their business\*

\*Source: Keep Britain Tidy Research – Business & User Perceptions of Croydon Town Centre, July 2011



## Festivals & Events

During the course of the year, our annual programme of events once again helped energise the Town Centre and succeeded in galvanising both the business and local communities in order to showcase all that is great about Croydon.

Delivered with help and support from key business partners as well as a wide range of organisations at both a local, regional and national level, the events not only helped significantly increase visitor numbers, they also served to create a lasting impression.

### What we delivered:

- Three major festivals and a range of events
- Croydon Fashion Festival (April 23-25th) supported by 20 major retailers from across the town with fashion shows, makeovers, style advice, discount vouchers and competitions
- Croydon Food Festival (September 10-12<sup>th</sup>) supported by key partners in the private and public sectors, the event provided big brand names with the opportunity to showcase their products via in-store events, live demonstrations, free give-aways and competitions supplemented by additional contributions from the students of Croydon College, Croydon Girl Guides and local employees from the office sector
- Croydon's Christmas Festival was heralded by our Christmas Lights Switch on event on November 18 with Croydon's Mayor, Councillor Avril Slipper and the Fairfield Halls' pantomime stars Basil Brush and Gemma Bissex sharing the honours. The Christmas celebrations also included a special Glow Lantern Parade through Surrey Street, involving a procession of youngsters from 100 primary schools across the borough

## Our Key Achievements

**55%**

increase in Croydon Visitor Centre footfall year on year

**83%**

growth in Oyster Card sales and 167% growth in First Capital Connect Card sales year on year

**100,000<sup>th</sup>**

CVC customer commemorated in April

## Award-winning

Awarded 'Team of the Year' for excellence in customer service in the Croydon Guardian Champions Awards 2010

## Trebled

visitor satisfaction with the price of parking over the last year

# Accessibility

Croydon's commercial success depends to a large extent on the ease with which people can access and navigate the town, irrespective of their mode of travel.

In the drive to attract more people, businesses and investment into Croydon, our efforts over the past year have focused not only on promoting Croydon's excellent transport links and diverse offering but also on actively working with businesses and their employees to address accessibility, parking and travel needs.

### What we delivered:

- Croydon Visitor Centre has gone from strength to strength, successfully expanding its range of services in response to customer demand to include West End Theatre ticket sales as well as use of its exhibition space and plasma screens
- Discounted parking offers negotiated and introduced throughout the year coinciding with our Festivals and Events programme
- Refreshed and revitalised the Croydowntowncentre.com website, tailoring pages to generate interest and raise awareness of the Town Centre's offer among the public.
- 8,000 Town Centre maps, restaurant, bar and history guides distributed



## Our Key Achievements

**72%**

of businesses feel it is important to have an organisation to champion issues on their behalf

**67%**

of businesses feel the information supplied by BID is relevant to their business

**62%**

of businesses feel there are adequate opportunities to engage on issues relevant to the Town Centre



## Facilitation

To ensure business needs continue to be met, we have engaged widely with businesses over the year so that their views and interests are appropriately represented both at an operational and strategic level and within our on-going plans. We also have kept businesses informed of major developments and policy changes, communicating regularly via our BID Update Newsletter, e-communications and events.

### What we delivered:

- Over 4,500 BID Update newsletters distributed over the course of the year, supplemented by a range of e-communications to keep businesses informed of our plans and achievements, as well as providing news on major developments and events taking place
- Organised and managed a series of workshops and events to share information and best practice and provide businesses with feedback and networking opportunities, including an exhibition of Network Rail's re-development plans for East Croydon station
- Revitalised the Croydonbid.com website tailoring the pages to business needs
- Baseline agreements regularly monitored to ensure standards are maintained
- Represented business interests on a day-to-day operational level by regularly confronting the issues presented by rough sleepers, street drinkers, vagrants and groups of youths as well as illegal advertising, leaflet distribution and promotions in the Town Centre
- Regular monitoring and measurement of Town Centre footfall, environmental quality and perceptions of the area to help shape our activity and future plans

# Financial Summary

Croydon Town Centre Business Improvement District Ltd is a not for profit company limited by guarantee. It operates in a transparent way within the regulations set up by the government on Business Improvement Districts. Croydon BID is funded by a combination of the BID levy from local businesses and voluntary contributions.

<b>Income</b> 2010/11	Bid Levy	£1,098,752
	Croydon Council additional contribution	£40,000
	Other income	£125,146
	<b>TOTAL</b>	<b>£1,263,898</b>

<b>Expenditure</b> 2010/11	Safe & Secure	£219,087
	Clean & Attractive	£166,168
	Accessible	£192,650
	Festivals & Events	£150,672
	Perception & Image	£74,183
	Facilitated	£102,115
	Levy collection	£15,000
	Professional fees	£2,220
	Management costs	£72,879
	Operating costs	£34,654
	<b>TOTAL</b>	<b>£1,029,628</b>

Net surplus for the year after tax	£234,270
Earmarked Reserves	(£72,925)
Net surplus brought forward from 2009/10	£78,962
Net surplus carried forward into 2011/12	£240,307

In addition, substantial 'in kind' support was received from businesses during the year which enabled Croydon BID to deliver an enhanced programme of activities, estimated to have a value of £500,000.

A copy of Croydon BID's audited accounts may be obtained by contacting 020 8686 8012 or via email at [info@croydonbid.com](mailto:info@croydonbid.com)

# How We Are Structured

The BID Board of Directors provides direction and strategic input and is responsible to stakeholders for the conduct and performance of the Company. It is also responsible for setting the annual budget and monitoring finances throughout the course of the year.

Membership of the Board is voluntary. Directors receive no payment. The Board's structure reflects the number and types of business in the Town Centre and consists mainly of BID levy-paying businesses or statutory service providers as dictated by the BID Regulations 2004. The Board held 8 meetings during the course of the year. The Chief Executive of the BID leads a small dedicated team responsible for planning and delivering all of the BID's projects and activities.

## Directors of the Croydon BID Company at March 31<sup>st</sup> 2011 were:

› Joseph Thomas Rowe <i>Chairman</i>	› Timothy Charles Hyde <i>House of Fraser</i>	› John Frederick Strutt <i>BT</i>
› Neil Stewart Barker <i>Stiles Harold Williams</i>	› Steven Lawrie <i>Metropolitan Police</i>	› Esther Sutton <i>The Green Dragon Public House</i>
› Andrew Douglas Bauer <i>Whitgift Centre</i>	› Parameswar Menon <i>Alders</i>	› Charles Jonathan Walmsley Walford <i>Stanhope plc</i>
› John David Bean <i>Amicus Horizon</i>	› Trevor John Morgan <i>YMCA</i>	› Steven Yewman <i>Minerva</i>
› Brian Hart <i>Barbon Insurance Group</i>	› Steve John O'Connell <i>Greater London Assembly</i>	
› Courtney Tyler Hindle <i>NCP</i>	› David Ordman <i>Centrale</i>	
› Simon James Hoar <i>Croydon Council</i>	› Carolyn Jane Spencer <i>UK Border Agency</i>	

## The following directors resigned and/or were replaced during the year:

› Antony Kildare <i>Croydon EDC</i>	› David Hayes Parham <i>Centrale</i>	› Donal Stafford <i>Jurys Inn</i>
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To find out more about Croydon BID and the benefits of membership, please call 0208 680 6131 or email [info@croydonbid.com](mailto:info@croydonbid.com)



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