

TRUSTED

RESPONSIVE

COLLABORATIVE



CROYDON'S

NEXT CHAPTER

A FOREWORD FROM OUR CHAIR AND CEO

Croydon town centre has never stood still. And neither have we. Over the last five years, we've worked alongside you - our members, our business community, to keep Croydon town centre moving forward. Progress has been real and momentum has been building.

You've seen it in the Croydon BID Street Rangers patrolling our streets to make businesses and visitors feel safer. You've seen it in our cleansing team working hard to make the town centre cleaner, more welcoming, and more presentable. You've seen it in the events, the vibrancy, the marketing, the energy we've helped create. And you've seen it in the meetings, the representations, the conversations with decision-makers who need to hear Croydon's voice loud and clear.

But let's be honest with each other - the challenges haven't gone away. High streets and town centres across the country are changing. Consumer habits are shifting. Economic pressures are real, and they are felt here, just as they are felt everywhere.

Croydon has its own unique story too, one of regeneration, of possibility, of a town centre at a genuine crossroads. That journey is not always easy. There will be difficult moments ahead. But we firmly believe that difficulty and opportunity often work hand in hand, and that's exactly where Croydon BID has a role to play.

Our job is to be here on the ground - responsive, trusted, and working side by side with you to help navigate what comes next. Not to have all the answers, but to face the questions together. Because that togetherness and that sense of community is what makes Croydon's business community genuinely special, and genuinely worth fighting for.

To continue this work, we are proposing a 1.3% levy against your rateable value - a continued investment in the services and support that matter most to you. Every penny goes back into Croydon town centre. Into the things you've told us make a difference.

£6M

**investment programme
across five years, supporting
your business.**

Croydon BID is nothing without its members. You are not just the reason we exist; you are the reason we want to do this well.

So, when the ballot opens, we ask you to get behind us. Back us, and we will back you, every single day over the next five years.



WITH REAL COMMITMENT

Dana Grey
Chair

Matthew Sims
CEO

01

INTRODUCTION

Page 6

Who We Are	8
Croydon BID Map	10
Your Croydon BID	11
Five Years of Delivery	12

DRIVERS FOR CHANGE

Page 14

02

What You Told Us	16
A Transforming Town Centre	18

03

BUSINESS PLAN

2027-2032

Page 20

Secure	22
Enhance	28
Activate	34
Represent	40

CROYDON BID ESSENTIALS

Page 46

04

Levy Rules and Regulations	48
The Finances	50
How We Operate	52
Our People	53
The Ballot & Key Dates	54



INTRODUCTION



London's success is built on strong partnerships between businesses, local authorities and organisations that care deeply about their communities. Business Improvement Districts play a vital role in bringing those partnerships to life, helping town centres adapt, grow and succeed. Croydon BID has consistently championed its business community through a period of significant change, providing practical support, strong advocacy and local leadership that continues to make a real difference to the town centre. Croydon BID is essential in representing the town centre and its member businesses so that challenges can be met and solutions found while building on momentum to deliver long-term progress".

Howard Dawber OBE

Deputy Mayor of London for Business and Growth





WE ARE

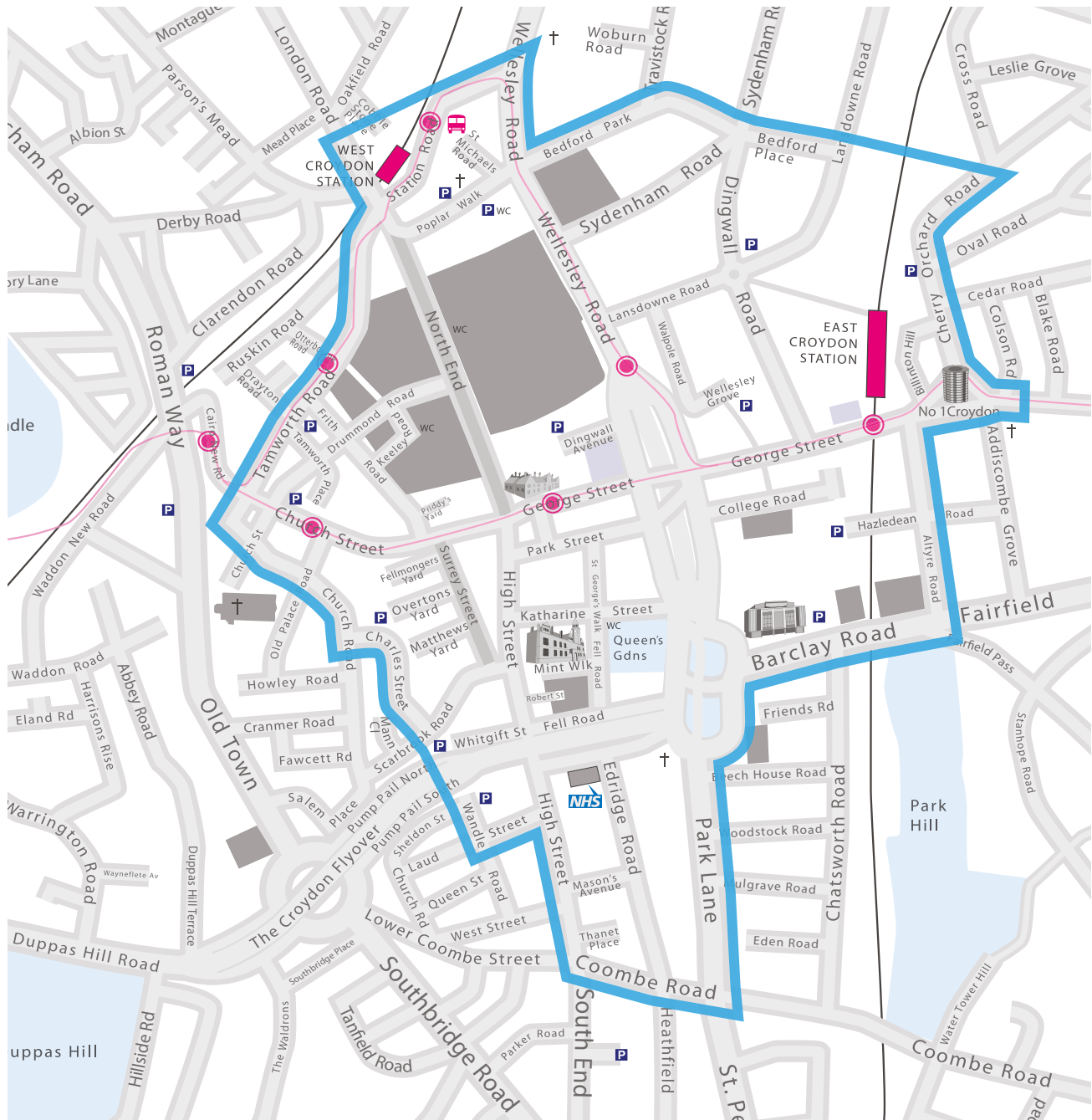
- > TRUSTED
- > RESPONSIVE
- > COLLABORATIVE
- > CONNECTED
- > ADAPTABLE
- > EXPERIENCED
- > PASSIONATE
- > DRIVEN

THIS ISN'T JUST OUR JOB. IT'S OUR PURPOSE.

Our values define how we work every single day – on your streets, in your corner, and in the rooms where decisions about Croydon's future are made.

They are what you should expect from us, and what we will always deliver.

We bring knowledge, experience and on the ground delivery to everything we do. We are here when it matters, fast when it counts, working side by side with our partners and business community to make things happen.



The following streets are in the Croydon BID area, either in whole or in part:

- | | | | | |
|---|---|--|--|--|
| <p>A: Addiscombe Road
(up to 28)
Altyre Road</p> <p>B: Barclay Road
Bedford Park
Bedford Place
Bell Hill
Billington Hill, Station Road
(East Croydon)</p> <p>C: Charles Street
Cherry Orchard Road
(up to 60)
Church Road
Church Street
Cobblestone Place
College Road</p> | <p>Coombe Road (up to 37)
Crown Hill</p> <p>D: Dingwall Avenue
Dingwall Road
Drummond Road</p> <p>E: Edridge Road</p> <p>F: Fairfield Road
Fell Road
Frith Road</p> <p>G: George Street</p> <p>H: Hazeldene Road
High Street</p> <p>I: Innes Yard</p> <p>J: Katharine Street
Keeley Road</p> | <p>K: Lansdowne Road
(2-20 and 1-61)
Laud Street (up to 45)
Lower Coombe Street
London Road (up to 42)</p> <p>M: Masons Avenue
Middle Street
Mint Walk</p> <p>N: North End</p> <p>O: Old Palace Road (up
to 1A)
Oriol Court
Overton's Yard</p> | <p>P: Park Lane
Park Street
Poplar Walk
Priddy's Yard
Pump Pail North
Pump Pail South</p> <p>R: Reeves Corner
Robert Street</p> <p>S: Scarbrook Road (up
to 19)
St Michaels Road
Station Road
(West Croydon)
Surrey Street
Sydenham Road (up to St
Mary's Primary School &
16 Bedford Tavern)</p> | <p>T: Tamworth Place
Tamworth Road
Thanet Place
The Croydon Flyover</p> <p>V: Viceroy Road</p> <p>W: Walpole Road
Wandle Road (up to 62)
Wellesley Court Road
Wellesley Grove
Wellesley Road (up to
junction with Station
Road including
Interchange Croydon)
Whitgift Centre
Whitgift Street</p> |
|---|---|--|--|--|

YOUR

CROYDON BID

Croydon BID has been delivering for Croydon town centre for

20 years

We are independent, apolitical, and

always in your corner

We represent

460

businesses across 62 streets in the town centre.

Through a

1.3%

levy, we are planning to invest over £1m every year back into Croydon.

Everything we do is built around four priorities you told us matter most being:

**Secure
Enhance
Activate
Represent**

Our commitment to your safety is the priority, investing

£1.6m

over the next five years to keep Croydon's streets safe, visible and secure.

Promoting a clean, vibrant and welcoming town centre, we will be investing

£1.2m

into enhancing our environment.

Giving people a reason to visit, stay, and spend is pivotal. That is why we are investing

£1m

into activations, marketing and promotion.

Advocating for you, and working with partners to influence the decisions that shape

Croydon's future,

representing your needs and wants.

The numbers speak for themselves - in 2021, our members voted to renew Croydon BID with:

92% by number and

95% by value, on a

54% turn out

Now we're asking you to back Croydon BID again. We might be a small team, but we are packed with knowledge, expertise and passion.

FIVE YEARS

OF DELIVERY

From 2022 to 2027, we've been on the ground, delivering for Croydon town centre. Here's what that looks like in numbers:



27,000+

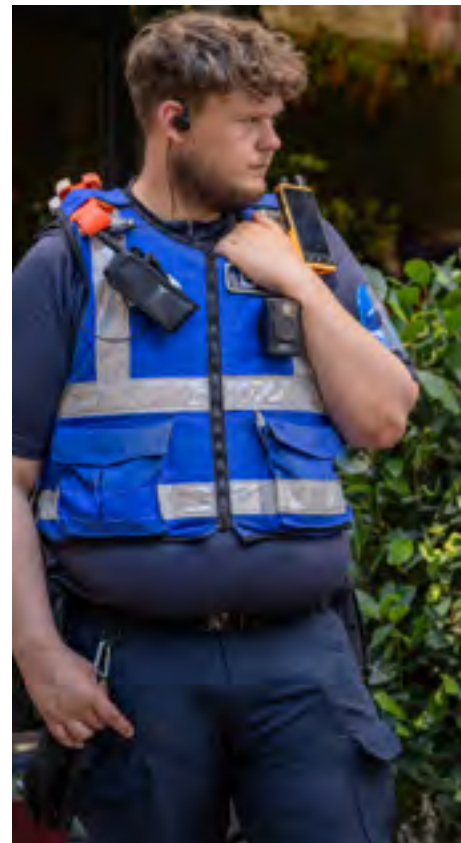
hours of visible Street Ranger safety patrols, keeping our streets safe and secure.

2,500+

safety incidents attended and **£100,000** worth of stolen goods recovered by our Street Ranger Team.

3,250+

additional hours of policing, part-funded by Croydon BID to keep our town centre protected.



100

Radio Links in circulation, keeping businesses connected, intelligence sharp and response times fast.

620

Christmas light installations bringing warmth, colour and festive spirit to our town centre.

400+

event days across **10,500 hours** of activity, driving energy and excitement.



40,000+

plants introduced across **145 hanging baskets** and **10 planting sites**, bringing colour, life and vibrancy where it's needed most.

11,000+

hours of additional cleansing across **336,000 sqm** of streets and spaces - because first impressions matter.



9,000+

Checkout Croydon users unlocking **40+ exclusive offers**, driving spend and loyalty back into our businesses.

4.8M

social media reach and **167,000** website visitors - making sure visitors know exactly what Croydon has to offer.

3,000+

business members connected through events, workshops and networking - because a connected community is a stronger one.

4M

potential visitor audience enjoyed Croydon Stands Tall, with the project raising **£60,000** for Crisis and reaching **9.6 million** people nationally with a media value of **£123,000**.

DRIVERS FOR

CHANGE



Croydon is a borough with enormous potential, and we're beginning to see that potential realised through renewed confidence, and greater momentum in our town centre. That progress depends on organisations that are prepared to collectively work together, deliver practical solutions and improvements each and every day. Croydon BID is one of those partners and has become an important part of that effort, supporting businesses, investing in the town centre and helping to build the confidence needed as Croydon continues its renewal.

Mayor Jason Perry

Executive Mayor for Croydon, Croydon Council



WHAT YOU TOLD US

We are always listening. Earlier this year, we carried out an independent formal consultation with our members, asking the questions that matter about the challenges you face today and the priorities you need us to deliver tomorrow.

What came back was clear.

84%

of businesses value the work Croydon BID delivers. But you told us there is more to do.

CONSULTATION RESULTS

THE CHALLENGES

85%

have told us that the negative perception and reputation of Croydon is the single biggest challenge affecting their business.

84%

have cited safety and security as a critical concern, calling for greater police visibility on our streets.

68%

have raised cleanliness, look and feel, and a lack of maintenance as issues that simply cannot be ignored.

81%

have asked us to influence national, regional and local decision makers to increase policing and visibility across the town centre.



These aren't just statistics. They are the reality of doing business in Croydon today. And they are exactly what we are here to address.



What has always been very clear is that Croydon BID wants to talk. The team want to engage regularly; to understand our needs and, most importantly of all, to act upon them. They have shown a determination to genuinely listen and understand our challenges in running the business from issues such as the current trading environment through to the safety of our staff and the town centre. Croydon isn't just where I run my business, it's my home. Having access to a team that listens, acts and represents our business needs really matters and we are sincerely, grateful to Croydon BID.

Benedict Selvaratnam
Owner, Freshfields Market

YOUR PRIORITIES FOR THE NEXT FIVE YEARS

80%

have identified the Street Ranger team and higher visibility policing as a priority in making our streets more secure.

82%

want to see a clear focus on street cleansing, look and feel improvements, and raising standards across the town centre.

73%

want a dedicated deep cleaning, jet-washing and graffiti removal service to create better first impressions.

59%

would like to see engaging events and activities, offering further reasons to visit our town centre, whether you are an employee, resident or visitor to Croydon.

70%

want Croydon BID to represent their needs as the town centre enters a crucial period of regeneration, growth and investment, keeping them informed and at the table.

You have spoken clearly.

The Croydon BID Business Plan for 2027-2032 is our response.

A TRANSFORMING TOWN CENTRE

Let's be honest, Croydon has had its challenges. The speed of regeneration has been hampered over the years, impacting our town centre.

But something is shifting. The energy is different. Momentum is growing. Interest in Croydon as an investment opportunity is rising.

It is true that with change comes challenge. To unlock Croydon's potential, we must meet these challenges together and look to make the most of what is to be Croydon's time.



THE BIGGEST SIGNAL OF THAT CHANGE IS THE CROYDON PROJECT.

Led by Unibail-Rodamco-Westfield (URW), the vision is bold – an evolving masterplan that sets out how Croydon town centre could be transformed into a modern, mixed-use destination, combining 2,250–3,500 new homes with a stronger retail, leisure and cultural offer that keeps the town centre active throughout the day and evening.

URW has already begun delivering a series of early activations and investments. From the Costa del Croydon beach installation, which attracts more than 30,000 visitors each August, to the launch of Alders Parade, bringing new shops and food outlets back to this iconic landmark. These sit alongside upgrades to Centrale, including enhanced entrances, improved

materials and upgraded frontages along North End, all contributing to a brighter, safer and more welcoming town centre environment.

These improvements demonstrate a long-term commitment to Croydon's future and the positive role The Croydon Project could play in the town's continued transformation.

COLLEGE GREEN

College Green will transform an underused site between Fairfield Halls and Croydon College into a vibrant, inclusive civic park - green, connected and right at the heart of our town centre.

With a wide variety of play spaces for people of all ages, a multi-use games area, picnic areas, and access to a café connected to Fairfield Halls, people will have the perfect place to spend time together.



Croydon is entering an important new chapter. As plans for the future of the town centre continue to take shape, partnership will be essential to delivering lasting change. Croydon BID plays a pivotal role in supporting businesses today while helping prepare the town centre for tomorrow. As Croydon evolves over the next five years, collaboration between developers, businesses and Croydon BID will be key to creating a thriving, resilient destination for everyone.

Adam Smith

Strategic Development Director,
Unibail-Rodamco-Westfield





03

BUSINESS PLAN

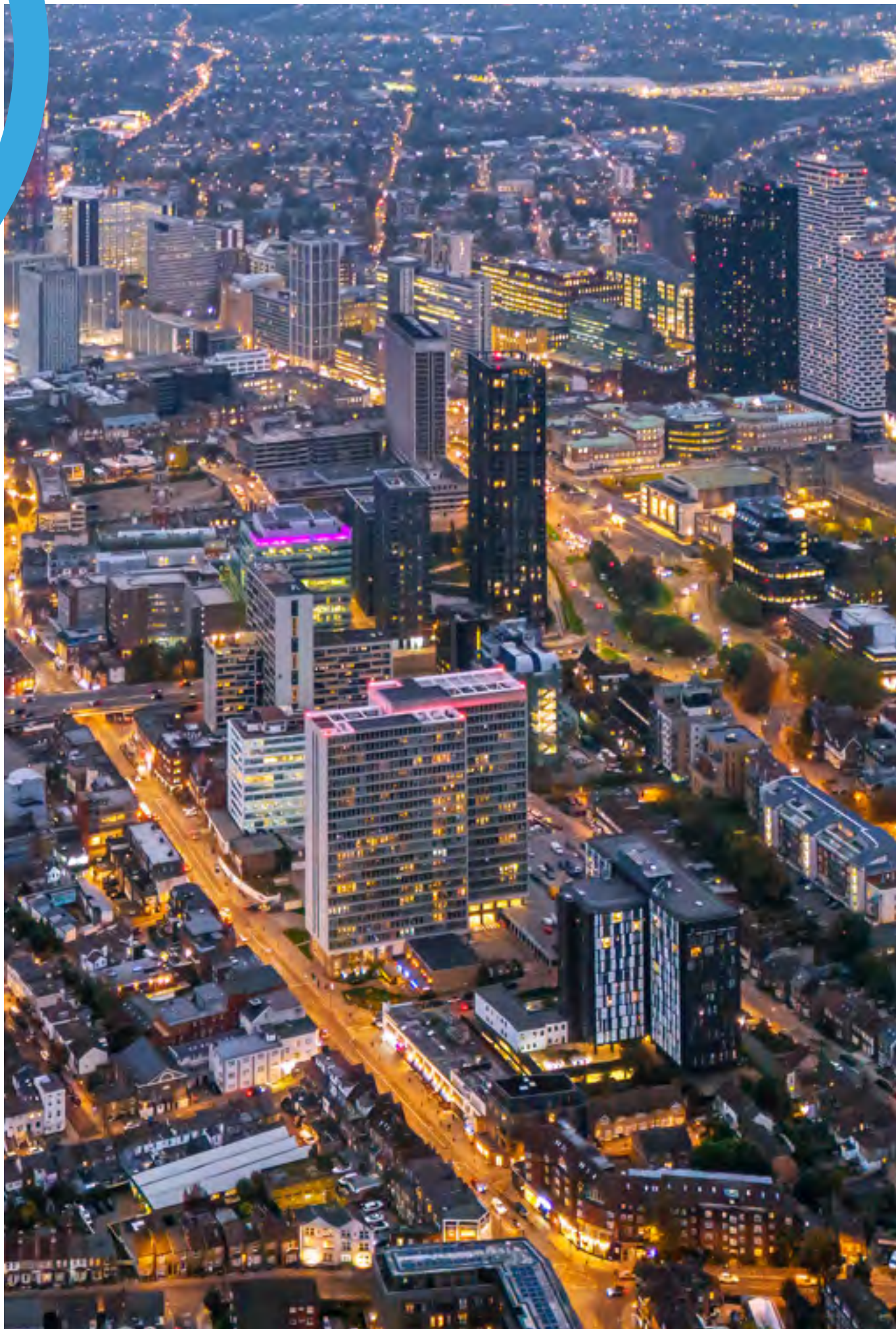
2027-2032



John Whitgift Foundation has been part of Croydon since 1596; we want to support Croydon's growth by working with partners to bolster its economy, community resilience and local vitality. The BID team are dynamic and active in supporting local businesses and do a great job bringing local partners together, from events to improving cleanliness in our town centre. Their relentless commitment is really impressive.

Roisha Hughes

Chief Executive, John Whitgift Foundation





SECURE

Most business owners, employees and visitors in Croydon will recognise the impact that crime, shoplifting, aggression to staff and anti-social behaviour can have, whether that is dealing with disruption during the day or concern about safety outside working hours. It affects confidence, trade and those that use our town centre.

That is why we focus on practical action. Through visible street presence, funded policing and long-standing partnerships, Croydon BID is working to create a town centre where businesses feel supported, staff feel safer, and customers feel welcome. Safety is our number one priority.



3.1

£1.6M

**dedicated to keeping
Croydon secure – 38% of our
total delivery budget.**



The safety of everyone who lives, works and visits our capital should never be taken for granted. Delivering it has never been more challenging, but partnership is creating real opportunity within that challenge. The work between Croydon BID and the Metropolitan Police Service is a strong example of what's possible when we work together, sharing intelligence and coordinating visibility on the ground. Croydon BID's focus on creating a safer environment through initiatives such as the Street Ranger team and the Croydon BID Radio Link, in partnership with the Metropolitan Police Service, deliver real value on the ground to the businesses they represent. Their work is necessary and significant in making Croydon safer for all.

Superintendent Luke Dillon
Metropolitan Police Service

WE WILL

Over the next five years, we'll keep driving down the impact of crime and anti-social behaviour across our town centre. That means enhanced levels of response, more visibility, improved intelligence sharing, stronger partnerships, and services that respond to your business needs, when you need it.

CROYDON BID STREET RANGERS

Visible, approachable and ready to respond. The Croydon BID Street Rangers operate five days a week across the town centre, gathering intelligence, de-escalating incidents, recovering stock and working alongside police and partners to keep businesses, employees and visitors safer. As a trusted, familiar presence on the street, they provide the kind of consistent, human support that makes a real difference. We will look to enhance on-street patrol hours to strengthen visibility where it matters most.



CROYDON BID RADIO LINK

When an incident occurs, you need to be able to act fast. The Croydon BID Radio Link connects you directly with our Street Rangers, the Metropolitan Police Service and CCTV Control, putting real-time intelligence and instant communication in your hands. With over 100 devices already in use across the town centre, it is one of the most practical and cost-effective safety tools available to your business. We're committed to keeping the cost low and the value high.

FUNDED POLICE OPERATIONS

More officers on the ground means more confidence for everyone. Croydon BID directly funds additional Metropolitan Police operations and targeted patrols across the town centre, tackling shoplifting, anti-social behaviour and repeat offending head-on. These funded operations strengthen the relationship between businesses and police, creating a more visible, responsive presence where it matters most. It's a partnership that works, and one we're committed to strengthening over the next five years.



HOMELESSNESS PARTNERSHIP SUPPORT

Rough sleeping is a growing challenge for every borough across London, and Croydon is no exception. Croydon BID will work alongside Croydon Council, specialist partners, outreach agencies and charities to support coordinated interventions that help people access the right services. We will provide funding, resource and expertise to the organisations doing this work every day - and over the next five years, we will strengthen those partnerships further.

CROYDON BUSINESS CRIME REDUCTION PARTNERSHIP

Crime affects every business, but it doesn't have to catch you off guard. The Croydon Business Crime Reduction Partnership brings local businesses together to share intelligence, stay informed and respond collectively when issues arise. Funded entirely by Croydon BID, membership is free and provides direct access to offender intelligence, partner updates and regular forums - giving businesses the tools to act quickly and stay one step ahead.



SAFETY TRAINING, EVENTS, AND WORKSHOPS

The more informed your team, the more confident they'll be. Croydon BID will deliver a regular programme of training, workshops and safety events designed to give businesses and their employees the tools to deal with the issues that matter most to them. Covering areas such as conflict management, safeguarding and crime prevention, these sessions are practical, relevant and free to access.

TARGETED SAFETY CAMPAIGNS

Perception shapes reality. How people feel about safety in Croydon directly affects footfall, confidence and trade. Our annual Safety Fortnight and Safer Business Action Week bring businesses, the Metropolitan Police and partners together in a visible, public show of progress and commitment. Beyond these flagship events, we will deliver targeted campaigns throughout the year - raising awareness, providing reassurance and deterring crime across the town centre. Because a safer Croydon is better for everyone.



SAFETY SUPPORT AND REPRESENTATION

Sometimes you just need to know where to turn. As members of the Croydon Taskforce, Resilience Forum and Anti-Social Behaviour Forum, Croydon BID is connected at every level to ensure businesses can access the right support, guidance and partners quickly. With our knowledge and expertise, we will continue representing your safety needs across these networks, escalating issues and making sure they reach the right people without delay.

A NETWORK OF SAFER SPACES

Everyone deserves to feel safe. Working with businesses and partners, Croydon BID will expand a visible network of Safe Spaces across the town centre, providing support, reassurance, and assistance to anyone who feels vulnerable or unsafe. Alongside initiatives such as Ask for Angela and Safer After Dark, this network will play an important role in supporting women and girls affected by Violence Against Women and Girls (VAWG) and helping to create a safer, more welcoming Croydon for all.



DELIVERING A SECURE, WELCOMING PLACE: 2022-2027

The reality of crime and the fear of crime go hand in hand. We understand the impact that crime and anti-social behaviour have on Croydon town centre, and we take that seriously. Over the last five years, we have invested in real solutions, built real partnerships and delivered real results. Here's a snapshot of what that looks like in practice.

27,000+

hours of visible Street Ranger patrols, providing reassurance, responding to incidents, and keeping businesses connected to the support they need.

3,250+

hours of additional policing funded by Croydon BID, through targeted operations and visible patrols that strengthen safety across the town centre.

2,500

police business visits funded and delivered through Operation Mooka, building direct relationships between officers and businesses to resolve safety issues quickly.

£100,000+

worth of stolen stock recovered by our Street Rangers across 2,500 incidents - a direct, measurable impact on the cost of crime for Croydon businesses.

100+

Croydon Radio Link devices in circulation across Croydon town centre - keeping businesses, Street Rangers, Police and CCTV connected in real time, every day.

WE

HAVE

ENHANCE

The way a town centre looks and feels shapes how people experience it - whether they stay longer, spend more and choose to come back. For Croydon, getting this right matters more than ever. A town centre that is clean, colourful and cared for signals confidence, attracts investment, welcomes visitors, and gives businesses the environment they deserve.

Through investment in cleansing and maintenance to planting, lighting and public art, we aim to create a town centre people are proud to be part of.

£1.2M

dedicated to enhancing our town centre - 29% of our total delivery budget.



What I've always admired about Croydon BID is their simple, can-do approach. They are fast, responsive and consistently reliable, whether dealing with urgent issues on the day or delivering planned improvements that enhance the town centre over time. We know that if we have an issue or challenge that if we contact the team at Croydon BID, we are going to be supported immediately. In particular, their cleansing programme has visibly raised standards, enhancing colour and vibrancy across areas such as the Ruskin Square Estate.

Charles Twist

Lead Asset Manager, Schroders Capital



WE WILL

Croydon town centre deserves to look its best, and over the next five years we will continue investing in services that are not only visible on your streets, but that actively raise standards, restore pride, and make it a place that feels genuinely welcoming for businesses, employees, visitors and investors alike.

DEDICATED STREET CLEANSING

People notice when a town centre is clean, and they notice when it isn't. Clean streets help create confidence, support local businesses and improve the experience for everyone who uses the town centre. Croydon BID's dedicated cleansing team delivers deep cleaning, graffiti removal and street furniture cleansing throughout the year. We will continue investing in this service to help maintain higher standards across Croydon.

TARGETED HIGH STREET BUSINESS CLEANSING

Your business only gets one chance to make a first impression. Croydon BID's cleansing team provides a direct service for high street businesses, from shop frontage and signage cleaning through to graffiti removal, helping you present the right image to customers and visitors. We will work with you to identify your needs and deliver improvements efficiently - saving you time, money and the hassle of doing it yourself.



TARGETED CORPORATE BUSINESS CLEANSING

Maintaining a large estate takes time, resource and money. Croydon BID's cleansing team delivers targeted cleans across larger commercial properties and shared spaces, improving the welcome for staff and visitors and keeping your environment looking its best. Whatever the size of the job, we will continue to deliver efficiently, taking the pressure off your team and adding real value to your property.



GRAFFITI REMOVAL SERVICE

Graffiti sends the wrong message. It affects the appearance of businesses, creates a poor impression and can undermine confidence in an area. Croydon BID provides a responsive graffiti removal service across the town centre, helping businesses deal with tagging quickly. We will continue investing in rapid removal to help keep Croydon looking clean, welcoming and well cared for.

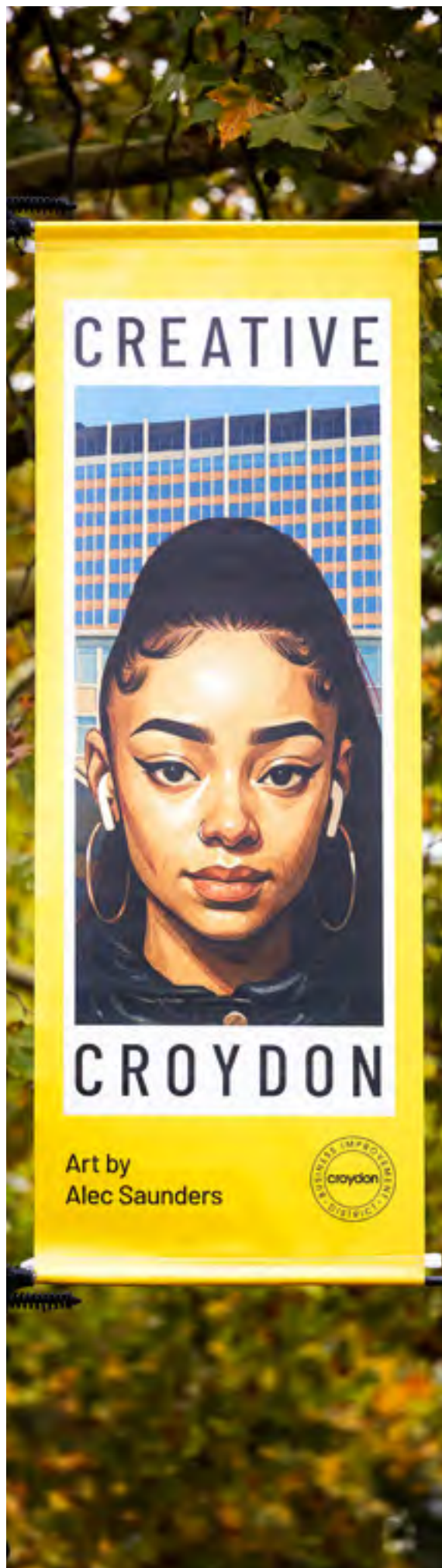


EVERYDAY STREET IMPROVEMENTS

The details matter. From painted bollards and improved hoardings to better-looking vacant premises, small improvements can make a big difference to how a place feels. Croydon BID will deliver a rolling programme of light-touch street improvements designed to uphold standards, address eyesores quickly and ensure our town centre always makes the right impression.

PLANTING AND GREENING

Colour makes a difference. Planting helps soften the urban environment, brighten key locations and create a town centre that feels more welcoming. Through hanging baskets, seasonal displays and maintained planting sites, Croydon BID adds thousands of plants across the town centre every year. We will continue to grow our commitment to investing in schemes that bring colour and vibrancy to Croydon.



FESTIVE LIGHTING AND DISPLAYS

The festive season is a chance to showcase Croydon at its best. Christmas lighting helps create a welcoming atmosphere, support businesses and encourage visitors into the town centre during a key trading period. Croydon BID will continue investing in festive lighting, decorations and installations that help bring Croydon to life throughout the season.



A CLEANER CROYDON

A clean town centre is everyone's responsibility, but it takes leadership to make it happen. Litter, fly-tipping and environmental neglect all shape how people experience and perceive Croydon. Through the Keep Croydon Tidy initiative, Croydon BID will build a volunteer network with the business community at its heart, working with partners to drive collective action that makes a visible, lasting difference to our streets.

PUBLIC ART AND STREET BANNERS

Croydon's creativity should be visible on its streets. Public art adds colour, character and individuality while helping create a stronger sense of place. Through street banners, creative commissions and installations, Croydon BID will continue investing in projects that showcase local talent and contribute to a more vibrant and distinctive town centre.

DELIVERING A MORE WELCOMING TOWN CENTRE: 2022-2027

Over the last five years, Croydon BID has delivered thousands of targeted actions across the town centre to keep streets cleaner, spaces better maintained and key locations improved.

This is not one-off activity. It is consistent, year-round delivery that businesses will recognise on their streets every day. The figures below show the scale and consistency of that delivery.

336,000+

square metres of town centre space cleaned through targeted cleansing activity, helping maintain standards across key streets and public areas.

1,200+

targeted business cleans delivered, supporting businesses with shopfronts, signage and property frontage improvements.

620+

Christmas lighting features, installations and decorations delivered across the town centre, including displays across 10 streets and a landmark Christmas tree.

19,000+

street items cleaned, including bins, benches, and signage, alongside the removal of graffiti and fly-posting across the town centre.

40,000+

plants introduced across hanging baskets and planting schemes, helping bring colour and vibrancy to key locations across Croydon.

225+

street banners delivered through the Creative Croydon programme, showcasing local talent and adding colour and character across the town centre.

WE

HAVE



ACTIVATE

A town centre only works when people want to spend time in it. Activity, energy and visible moments all shape how a place feels and how it is used day-to-day.

Croydon BID focuses on bringing that sense of activity into the town centre through events, digital engagement and creative placemaking. This is about more than promotion. It is about creating a town centre that feels celebrated, active, relevant and worth visiting throughout the year.



3.3

£1M

**dedicated to driving footfall
and promotion - 22% of our
total delivery budget.**



For destinations to succeed and grow, we need to highlight the fabulous array of activities offered whilst creating more reasons for people to choose Croydon with innovative activations that capture the imagination of those that live, work and visit here. Croydon BID has shown on countless occasions the determination and imagination not only to bring together the very best of Croydon business offerings, but to create something from nothing and deliver events, attractions and promotions to encourage people to explore and rediscover our town centre, partnering with the amazing companies that sit within it. From the unforgettable Croydon Stands Tall through to Unexpected Croydon and the inflatable trails, the team has demonstrated that while it might be small, it consistently punches above its weight, leaving people with positive memories of Croydon and showcasing the best in class offerings within.

Ben McLaughlin
Chief Operating Officer, BOXPARK

WE WILL

A successful town centre is one that feels alive. It needs regular activity, visible moments and reasons for people to return.

Over the next five years, Croydon BID will continue delivering programmes that bring energy into the town centre, support businesses and improve how Croydon is experienced by residents, workers and visitors.



EVENTS THAT ATTRACT

People need a reason to visit, and events are one of the most powerful ways to give them one. Croydon BID will deliver seasonal events, including summer activity and winter experiences, alongside sponsoring and supporting town centre events that keep the calendar consistent. This creates regular reasons to visit, increases footfall and keeps the town centre feeling alive throughout the year.

DRIVING DIGITAL VISIBILITY

How a place looks online shapes whether people choose to visit in person. Croydon BID promotes the town centre through social media, digital campaigns and editorial content - showcasing businesses, events and experiences to audiences across the borough and beyond. We will continue to grow our reach, delivering content that keeps Croydon visible, active and front of mind.

GROWING THE CHECKOUT CROYDON CARD

People spend more when they feel they are getting something back. The Checkout Croydon Card is a free digital discount scheme offering exclusive deals across food, drink, retail and leisure - offers you simply cannot get anywhere else. We will continue to grow the scheme, increase business participation and expand the range of offers available across the town centre.





DELIVERING TARGETED CAMPAIGNS

Local businesses can only thrive if the right audiences know about them. Croydon BID delivers targeted promotional campaigns across social media, working with content creators and influencers to shine a light on the best of what Croydon has to offer. From reels and features to themed campaigns, we will make sure Croydon stays visible, relevant and impossible to ignore.

SHOWCASING LOCAL CREATIVE TALENT

Art makes people feel something. It creates talking points, sparks debate and gives a place an identity that sets it apart. The Creative Croydon banner programme showcases work from local artists, designers and students across major streets each year. We will build on this foundation, extending our presence across more spaces and platforms and injecting colour and character into the town centre.

POSITIVE PR AND COMMUNICATIONS

For too long the narrative around Croydon has not reflected what the town centre has to offer. Changing that story - locally, regionally and nationally - creates the conditions for businesses to thrive and investors to take notice. Croydon BID will support a proactive PR programme, generating positive coverage and projecting the very best of Croydon to the audiences that matter most.



WE

HAVE

DELIVERING A MORE ACTIVE TOWN CENTRE: 2022-2027

Raising awareness of Croydon as a destination, and its business community, has been a key priority for us. Over the last five years, Croydon BID has delivered the campaigns, events and creative programmes that drive awareness, attract visitors and put our businesses in front of the right audiences. Here is what that has looked like in practice.



400+

event days across **10,500 hours of activity**, driving energy and excitement into the heart of Croydon.



620+

Christmas light installations bringing warmth, colour and festive spirit to our town centre.



10,000+

Checkout Croydon users unlocking **40+ exclusive offers**, driving spend and loyalty back into our businesses.

4.8M

social media reach and 167,000 website visitors - making sure visitors know exactly what Croydon has to offer.



4M

potential visitor audience enjoyed Croydon Stands Tall, with the project **raising £60,000 for Crisis** and **reaching 9.6 million people** nationally with a media value of £123,000.

167,000+

visitors to croydonbid.com, our new and improved website, encouraging users to explore, and rediscover Croydon town centre for all that it has to offer.



REPRESENT

Running a business in a town centre is not without its challenges. Economic pressures, policy decisions and the pace of change can all make it harder to focus on what matters most - running your business.

That is why representation is at the heart of everything Croydon BID does. Voicing your needs, influencing decisions and making sure the business community is never an afterthought in conversations that shape the future of Croydon.

£462K

**dedicated to championing
your business - 11% of our total
delivery budget.**



We know Croydon BID genuinely has the interests of businesses at heart, not just in what they say publicly, but in the conversations they have behind the scenes. The challenges we face around shoplifting and anti-social behaviour aren't abstract; they affect staff and customers every day. What makes the difference is having a voice that carries those realities into the right rooms. Through Croydon BID, we've had the opportunity to speak directly with senior decision-makers, including the Minister for Policing and the Metropolitan Police Deputy Commissioner, and that influence and access to present our concerns adds value and really matters.

Ruben Sanchez-Cruz

Store Manager, Marks & Spencer



3.4

WE WILL

Your voice matters, and we are here to make sure it is heard. Over the next five years, Croydon BID will champion your interests across every relevant platform, from local forums and regional meetings to regeneration boards and national campaigns. We will keep you informed, connected and one step ahead of the developments that affect your business and your town centre.

ADVOCATING FOR A SAFER CROYDON

Businesses deserve to operate in an environment where safety is taken seriously. Working alongside other Business Improvement Districts, high street forums and partners, Croydon BID will campaign for increased policing, reduced abstraction rates and more innovative approaches to crime reduction. We will use our influence to push for the visible, responsive policing presence that Croydon's business community needs.

FIGHTING FOR A FAIRER HIGH STREET

The economic pressures facing high street businesses are real, and they need to be addressed at every level. Croydon BID will campaign alongside partners and other Business Improvement Districts to push for the reforms that matter most. Over the next five years, we will lobby for meaningful Business Rate Reform and a reduction in hospitality VAT to give businesses a fairer footing, and residents and visitors a renewed reason to spend time in Croydon.

REVIVING CROYDON'S NIGHT-TIME ECONOMY

A thriving night-time economy brings people into the town centre, supports local businesses and creates a sense of energy and life after dark. Right now, Croydon's night-time economy, like so many others, is in decline. The Croydon Night-Time Economy Taskforce, led by Croydon BID, exists to change that. Working with partners and local venues, we will deliver an independent study of the night time economy and use its findings to build a collective strategy that supports venues and operators in the right way.



CONNECTING THE BUSINESS COMMUNITY

Some of the best business opportunities come from the right conversation at the right moment. Through BID Connect, our summer and winter receptions, and a series of business forums, Croydon BID creates the space for those conversations to happen. We will keep you connected to the people, topics and developments that matter most to your business and your town centre.



KEEPING YOU INFORMED

Staying informed means staying ahead. Croydon BID's communications channels keep you up-to-date with the latest news, developments and opinions affecting your town centre, through regular e-bulletins, thought leadership articles and performance dashboards. Whether it's a policy change, a regeneration update or a local issue affecting trade, we will continue to make sure you hear about it first and understand what it means for your business.

LOCAL DATA INSIGHTS

Understanding your town centre is the first step to making better decisions for your business. Without reliable data, it is hard to plan ahead, make the case for investment or spot opportunities before they pass. Croydon BID will provide free access to a range of data sources, including footfall data and performance indicators, giving you a clearer, more informed picture of what is really happening on your doorstep.



YOUR ONE STOP SHOP

Knowing where to turn to when an issue arises can save time, money and unnecessary stress - and having the right person in your corner makes all the difference. Croydon BID is your direct point of contact for whatever challenge your business is facing. Our team brings years of experience, expertise and a wide network of contacts to help you navigate problems quickly and without fuss. And if we don't have the answer, we will find the person who does.

YOUR VOICE IN CROYDON'S FUTURE

The scale of change happening across Croydon brings both significant opportunity and real challenge, and businesses need a voice in how that change unfolds. Croydon BID represents the business community's interests in the conversations and decisions that will shape the future of the town centre. Through the Croydon Regeneration Board, engagement with developers and dialogue with policy makers locally and regionally, we will make sure that your voice is heard.



GROWING EMPLOYMENT OPPORTUNITIES

The challenge for young people to successfully find employment is becoming a greater concern, particularly as Croydon has the largest youth population in London. Connecting our youth with the business community provides a practical opportunity to offer a bridge to employment. Croydon BID will work with our colleges, university and training providers to promote opportunities for employment, apprenticeships and training to boost our young workforce.



REPRESENTING YOU, CHAMPIONING CROYDON: 2022-2027

Representing the business community means more than attending meetings. It means being present, informed and ready to act on your behalf every single day. Over the last five years, Croydon BID has campaigned, connected and communicated on behalf of businesses across the town centre. Here is a snapshot of what that has looked like in practice.

4,200+

business engagement visits, jobs, benefits and promotions completed, demonstrating our drive to listen and understand your needs and most importantly, deliver against them.

669,000+

communications sent providing you with the latest news, views and opinions supported by campaigns to promote our town centre businesses, offers and discounts and what's on activities.

1,000+

hours committed to representing your needs, influencing policy and direction at a local, regional and national level.

3,100+

event, and workshop attendees, taking advantage of the opportunity to meet with the network and our local police officers while receiving training support to boost confidence and reassurance.

40+

businesses signed up to the Checkout Croydon discount scheme, providing unique offers to those that live, work and visit our town centre.

WE

HAVE

CROYDON BID

ESSENTIALS



As a Director, I have seen first-hand the thought, commitment, and diligence that underpin every decision Croydon BID makes. Much of this work happens behind the scenes and is often unglamorous—from coordinating cleansing programmes and safety patrols to maintaining rigorous financial oversight—but it is always focused on improving the town centre and delivering tangible value for member businesses. What stands out most is the consistency, professionalism, and genuine dedication of the team. This is an organisation that understands its responsibilities, takes them seriously, and works tirelessly day in, day out, to make a positive difference for Croydon.

Tony Hardstone

Property Manager EUNA, Mott MacDonald



LEVY RULES AND REGULATIONS

The BID levy is a mandatory charge, enforceable in the same way as non-domestic rates, following a successful ballot.

- The BID levy is the principal source of income for Croydon BID.
- The term of the BID will be 1st April 2027 to 31st March 2032.
- The levy will be set at 1.3% of the rateable value of each hereditament within the BID area as at the valuation date of 1 April each billing year using the 2026 rating list. No refunds from previous annual chargeable periods will be payable.
- For new hereditaments entering the list (for new, splits or mergers) after the fixed valuation date, the prevailing value will be used.
- If a property is removed from the non-domestic ratings list, effectively becoming nil-rated, there will be no levy chargeable and will take effect from the next available chargeable period. No refunds from previous annual chargeable periods will be payable.
- The levy will be due on 1st April each year and will be payable in full in one single instalment. Any adjustments to the list during each year will be applied at the next available chargeable period with no backdating.
- An annual inflation provision is permitted at the discretion of the board at a value up to prevailing Consumer Prices Index including owner occupiers' housing costs (CPIH).
- There are no exemptions or discounts to the levy for charitable status, mandatory rate relief or businesses paying other service charges.
- Currently the number of businesses within the BID area is 460, who will be eligible for the vote and to pay the levy.
- All premises with a rateable value of less than £40,000 within the BID area will be exempt from paying the levy and therefore will not be eligible to vote in the ballot.
- There will be no refund if the BID levy payer vacates the premises during the year, therefore steps should be taken where appropriate to apportion liability with incoming tenants, landlords or freeholders.
- Where a property is empty, the levy liability will transfer to the eligible ratepayer which may be the property owner.
- Before the end of the five-year term, the Croydon BID Board may seek renewal of the BID for a further five-year term, through a renewal ballot.
- No VAT is applied to the BID levy.

COLLECTION OF THE BID LEVY

- Arrangements for the collection of the BID levy are set out in a formal Operating Agreement between Croydon BID and Croydon Council (for details visit www.croydonbid.com). These arrangements are governed and administered within the guidelines set out in the BID (England) Regulations 2004.
- Croydon Council will be responsible for collecting the BID levy on behalf of Croydon BID. The levy will be collected in one instalment due on 1st April each year and held in a separate account solely for Croydon BID. Enforcement measures for collection of the BID levy are detailed in the Operating Agreement between Croydon BID and Croydon Council.



THE FINANCES

Croydon BID is committed to delivering maximum value from every penny of your levy. We are responsible and transparent. Following extensive consultation with our business community, we are pleased to present our indicative budget for the next five years.

CROYDON BID INDICATIVE BUDGET 2027-2032

INCOME (\$)	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032	TOTAL
Levy Income	1,045,000	1,076,000	1,108,000	1,141,000	1,174,000	5,544,000
Other Income	54,000	54,000	54,000	54,000	54,000	270,000
TOTAL INCOME	1,099,000	1,130,000	1,162,000	1,195,000	1,228,000	5,814,000

EXPENDITURE (\$)	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032	TOTAL
SECURE	323,100	324,828	326,608	328,441	330,329	1,633,306
ENHANCE	251,365	252,006	252,666	253,346	254,046	1,263,429
ACTIVATE	190,630	192,812	195,019	197,374	199,758	975,593
REPRESENT	89,515	90,906	92,399	93,814	95,334	461,968
OVERHEADS INC STAFF	281,974	284,539	287,180	289,901	292,704	1,436,298
COLLECTION	15,000	15,000	15,000	15,000	15,000	75,000
TOTAL EXPENDITURE	1,151,584	1,160,091	1,168,872	1,177,876	1,187,171	5,845,594

SURPLUS/ DEFICIT	(52,584)	(30,091)	(6,872)	17,124	40,829	(31,594)
SURPLUS BROUGHT FORWARD FROM PREVIOUS YEAR	101,000	48,416	18,325	11,453	28,577	101,000
SURPLUS TO TAKE FORWARD	48,416	18,325	11,453	28,577	69,406	69,406

LEVY INCOME

The Croydon BID levy is our primary source of income, with an annual collection rate of 95%. A discretionary annual inflation rate may be applied, as agreed by the Board in accordance with our Levy rules.

OTHER INCOME

Additional income is generated through our Radio Link service, partnership and sponsorship arrangements, bank interest and other receivable income.

BUDGET ALLOCATION

Our budget directly reflects the four priority areas agreed with our members. The Board of Directors oversees all budget allocation, reviewing the full management accounts at every Board meeting.

MANAGEMENT & OVERHEADS

Core operational costs cover staff, office accommodation and legal and accountancy fees. The annual levy collection charge is set at approximately £15,000 - around 1.3% of annual levies collected.

GOVERNANCE

Croydon BID is overseen by a voluntary Board of Directors. Their knowledge, expertise and governance are provided entirely in-kind - people who genuinely believe in Croydon, giving their time for free.

ANNUAL ASSURANCE

Our accounts are reviewed annually through an independently commissioned Assurance Report, submitted to Companies House and published on our website for full transparency.



HOW WE OPERATE

WHAT IS A BID?

Business Improvement Districts (BIDs) are independent, business-led and business-funded organisations formed to improve a defined commercial area.

Legislated for in the Local Government Act 2003, BIDs operate for a maximum of five years before seeking a renewed mandate from their business community.

Funded primarily through an annual levy - a small percentage linked to the rateable value of each property in the BID area - the levy becomes mandatory for all eligible businesses following a successful ballot.

There are around 350 BIDs operating across the UK, delivering hundreds of services and investing up to £150m into high streets, towns and cities every year. London alone accounts for more than one in five of all UK BIDs, investing £62m annually - around 40% of total national investment.

In 2021, Croydon BID successfully renewed its fourth term with 92% in favour by volume and 95% in favour by rateable value, on a 54% turnout.

GOVERNANCE

Croydon BID is an independent, not-for-profit company limited by guarantee, governed by a voluntary Board of Directors drawn from across our membership sectors.

The Board provides strategic direction, oversight and scrutiny, and is responsible for setting the annual budget, monitoring finances and ensuring the professional conduct and due governance of the company. The Board meets six times per year, supported by working groups that provide recommendations as and when needed.

Our Management Accounts are prepared monthly by an independent firm of accountants, reviewed annually as part of our Assurance Report obligations, and submitted to Companies House. Our annual accounts are available to all members online at any time.

We work in formal partnership with Croydon Council, with an operating agreement in place that governs the collection and enforcement of the Croydon BID levy, ensuring added value is always delivered above and beyond existing local authority services.

Learn more about Croydon BID Governance:
<https://croydonbid.com/business/about-us/governance/>

OUR PEOPLE

Behind every patrol, every event, every clean street and every conversation with a decision-maker, there are our people. We show up for Croydon, committed and determined to deliver.



YOUR BOARD

Croydon BID is led by a voluntary Board of Directors and Observers, chaired by Dana Grey of the Pension Protection Fund. Drawn from across the local business community, they set our strategic direction, provide oversight and scrutiny, and make sure we stay focused, accountable and delivering what matters most to our members.

YOUR TEAM

At the heart of Croydon BID is a passionate and experienced team, led by Chief Executive Matthew Sims. Driven and deeply committed to Croydon town centre, they are the people on the ground, delivering the projects, initiatives and services that make a real and visible difference.

Take a look at your BID team:

croydonbid.com/business/about-us/our-people/

Together, the Board and team are committed to making Croydon town centre a better place to work, visit, shop and call home.

THE BALLOT & KEY DATES

For twenty years, we have been on your streets, in your corner, and delivering for your business and Croydon town centre.

Now we need you to back the BID.

Five weeks. One decision. The future of Croydon BID, and everything we deliver for this town centre, is in your hands.

The Croydon BID ballot runs from
21st September to 21st October 2026.

WHAT DOES A YES VOTE MEAN?

A YES vote means five more years of Street Rangers, additional police resources, cleansing, greening, festive lights, events, marketing and representation. Five more years of investment, advocacy and showing up for Croydon town centre.

We need a majority YES - both by number of votes cast and by total rateable value.

Every single vote counts, including yours.

THE FACTS

- Confidential postal ballot, independently delivered by Croydon Council Electoral Services.
- Voting papers sent to all businesses with a rateable value of £40,000 or more.
- Businesses with more than one qualifying unit will receive a ballot paper for each unit.
- Each ballot paper must be completed in full and returned.
- Each ballot paper counts as one vote.

DATES FOR YOUR DIARY

- **7th September 2026**
Notice of ballot issued
- **16th September 2026**
Ballot papers distributed
- **21st September 2026**
Ballot opens
- **21st October 2026**
Ballot closes at 5pm

Don't leave it on the desk. Don't miss the deadline. Complete your ballot paper, send it back, and back Croydon BID for the next five years.

YOUR TOWN CENTRE.
YOUR VOTE.
MAKE IT YES.

YOUR TOWN CENTRE.
YOUR VOTE.
MAKE IT YES.



CROYDON BUSINESS IMPROVEMENT DISTRICT (BID)

Electric House, Ground Floor, 3 Wellesley Road, Croydon, CR0 2AG