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SOUTHWIMBLEDON BUSINESS AREA

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South London's Premier Industrial Park

**BUSINESS
IMPROVEMENT
DISTRICT
RENEWAL PROPOSAL
2022 -2027**





About SWBA

The South Wimbledon Business Area (SWBA) was first formed in 2007, with the aim of improving the condition of the industrial park and supporting the many and diverse businesses located within it.

Our key aim is to ensure that the BID area remains an attractive, accessible and safe business environment, which is strongly represented and promoted.

SWBA became a formal Business Improvement District (BID) following a successful ballot of businesses and went live on 1 July 2017. We are run by a volunteer board of local directors. The current BID term finishes at the end of June 2022.

BIDs must be renewed every five years by a vote of local businesses. We encourage our members to **vote YES** to secure another five years of investment into the area.



Lee Road

A **YES** vote will ensure the continuation of the following services:

Estate wide CCTV cameras

to monitor the BID area to ensure the safety of staff and visitors and to deter antisocial behaviour

Estate Ranger

to maintain the estate and address fly tipping, litter and other antisocial activities

Environmental improvements

such as those delivered in the area around the Tramlink on Lombard Road

Improvements to parking arrangements

including those achieved along Jubilee Way as well as the new safety pedestrian crossing arrangements introduced at the junction of Jubilee Way and Morden Road

A strong lobbying voice for businesses

with TfL, Merton Council, the Police Safer Neighbourhoods Panel, the GLA and other agencies

Free membership of Merton Chamber of Commerce

Training courses

such as first aid and fire warden

Website and business directory

Without a YES vote, all of the above services will cease

If we receive a **YES** vote for a new term, we will also aim to roll out the following new projects and initiatives:

Additional CCTV cameras and awareness signs

Defibrillators

Commercial waste and recycling scheme

Tree planting

Extension of **super-fast broadband**

Explore potential for **electric charging points** and **ANPR cameras**

Estate-wide signage project (funding application recently approved by Merton Council)

Visual improvements to the underpass leading from the estate to the tramstop at Morden Road

A STRONG BUSINESS VOICE

We are run by local businesses for local businesses. We are recognised as a formal consultee for local planning, transport and policing matters and speak up for the South Wimbledon Business Area with a strong, independent voice.

Between July – September 2021 we asked you what you valued most about the SWBA BID. Our most valued service was our lobbying work with the Council and other statutory bodies for improvements to street cleaning, parking, traffic management and security.

Junction of Lee Road and Jubilee Way



VOTE YES for SWBA to continue to speak up for local businesses with a strong, independent voice.

Shamsul Hayat, Store Manager, SupaStorage : 'SWBA gives us a voice to lobby the Council, the Police and other organisations for positive change on the estate. As a busy business operator, it is reassuring to know that the BID is keeping on top of issues on our behalf.'

ACCESSIBLE AND COORDINATED

We work hard to bring together a range of partners to deliver a coordinated approach to the management of the estate. Working with the Police, the Council, Transport for London, the GLA and other bodies, we share intelligence, lobby for change and coordinate work to improve the estate for the benefit of all our businesses.

If voted in for a second term, we propose to deliver new estate-wide signage to improve wayfinding and accessibility for staff and customers.



VOTE YES for the SWBA to continue its work to improve access and signage across the estate.

Nick Stefka, Director, Box Office Supplies Ltd: 'The improved parking arrangements and new pedestrian crossing at Jubilee Way achieved by the SWBA BID have really helped address safety and accessibility at this busy part of the estate.'

ENHANCED BUSINESS ENVIRONMENT

The cleanliness and safety of the trading environment on the estate is crucial to maintaining a welcoming environment for staff and visitors. Our Estate Ranger conducts regular patrols of the estate, reporting and dealing with litter, fly-tipping and other anti-social behaviour issues for the benefit of the local business community. Over the past 4 years our Ranger has removed over 1,000 large bags of litter from around the estate. **All our services are additional to those provided by the Council.**



Our CCTV cameras are one of our most valued services. We intend to consider the purchase of additional cameras if we are voted in for a second term.



VOTE YES for SWBA to continue to maintain a clean and safe trading environment and to enhance the CCTV provision across the estate.

Kathryn St John-Mosse, Head of Business Administration Group, The Radiological Protection Centre : 'The CCTV cameras paid for by the BID have helped maintain a low crime rate on the estate and provide reassurance to visitors and staff.'

COST-SAVING, COMBINED PURCHASING AND BUSINESS PROMOTION

Our 159 members give us strength in numbers when we promote businesses on the estate and help them save on their operating costs.

Through combined purchasing, we have secured low-cost first aid and fire warden training for our members. Our website promotes local businesses and the services the estate has to offer. Our levy paying businesses also benefit from free membership of Merton Chamber of Commerce. If we are voted in for a new term we will aim to develop a waste recycling scheme.



VOTE YES for cost-saving training courses for your staff and affordable commercial waste collection, plus continued free membership of Merton Chamber of Commerce.

Ian Docksey, Facilities Manager, Trinitarian Bible Society: 'Through SWBA's efforts, we were able to train staff as first aiders at a significantly reduced cost.'

FUNDING

We are funded by a mandatory annual levy charged on all business ratepayers within the BID area, whose premises have a rateable value of £8,000 or more per year. The levy rate is calculated to ensure we collect **only what we need** and that the levy is a **fair price** for the services we deliver.

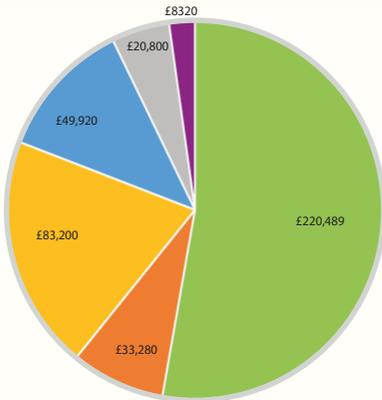
In response to the unprecedented impact of the Coronavirus pandemic on local businesses, we charged a £0-rate levy in Year 4 and 5 of our first BID term. Projects were curtailed but the CCTV, Estate Ranger and other services were maintained using funding from our reserves in order to reduce the financial burden on local businesses during the past two years

The SWBA is very conscious of the fragile business economy during this ongoing pandemic and has therefore reduced the levy charge to bring in c. £82,500 per annum. The SWBA will aim to add to this through grant applications to support individual projects

EXPENDITURE

The BID levy will be spent as follows, with 86% of the total income being allocated to projects to improve the BID area.

SWBA BID BUDGET 2022-27



LEVY RATES

There are approximately 159 levy paying businesses in the SWBA area, representing 184 premises. Whilst the levy rate over the course of the first BID term was set at 1% of business' rateable value, we have decided that it would be appropriate to lower this to 0.75% for the second term.

The range of typical annual BID levies at **0.75%** of rateable value are shown below.

As an example, a business with a rateable value of £16,500 would pay £123.75 per year, whilst a business with a rateable value of £52,000 would pay £390 per year. For most businesses the cost will be between £63 and £450 per year.

Rateable Value	Annual BID levy
£8,000 - £10,000	£60 - £75
£10,001 - £30,000	£76 - £225
£30,001 - £60,000	£226 - £450
£60,001 - £100,000	£451 - £750
£100,001 - £200,000	£751 - £1,500
£200,001 - £300,000	£1,501 - £2,250
£300,001 and above	£2,251 - £3,000

Businesses with a rateable value below £8,000 do not pay a BID levy. We have an upper cap on our levy so that no business pays more than £3,000.



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THE BID AREA

The SWBA BID covers the following area



THE SWBA BID AREA INCLUDES:

- Deer Park Estate
- Lombard Business Park
- Merton Industrial Estate
- Riverside Business Park
- Saxon Business Centre
- The Tramlink Estate
- Windsor Park Industrial Estate

Vote YES

to ensure the following services are continued:

-  Estate wide CCTV cameras
-  Estate Ranger to maintain the estate and address fly tipping, litter and other antisocial activities
-  Environmental improvements such as those delivered in the area around the Tramlink on Lombard Road
-  Improvements to parking arrangements such as those achieved at Jubilee Way, together with the new pedestrian crossing arrangements introduced there
-  A strong lobbying voice for businesses with TfL, Merton Council, the Police Safer Neighbourhoods Panel, the GLA and other agencies
-  Free membership of Merton Chamber of Commerce
-  Training courses such as first aid and fire warden
-  Website and business directory

Without a YES vote, SWBA will be required to close down and all these services will cease

WHAT HAPPENS NEXT?

You will receive postal ballot papers to enable you to vote for the renewal of the SWBA BID

Campaign launch 6 January

Notice of ballot 8 January

Ballot papers received by post 15 February

Get voting 15 February to 15 March

Ballot closes 15 March

Results announced 16 March 2022

Make sure your vote counts! If the BID is not renewed, all the BID services including our CCTV, our Estate Ranger and the additional cleaning will cease.

Any questions? Please contact
Claire Morris, SWBA Estate Coordinator: claire.morris@swbaltd.co.uk
or Nick Stefka: nstefka@boxofficesupplies.co.uk

Further details about the BID renewal and a frequently asked questions page setting out detailed BID arrangements are available on our website at www.swbaltd.co.uk



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