

ilfordbid  
**RESEARCH  
ROUND-UP**  
TO DATE  
MAY 2018



[www.ilfordbid.com](http://www.ilfordbid.com)



“**FIVE YEARS AGO, YOU OVERWHELMINGLY VOTED ILFORD BUSINESS IMPROVEMENT DISTRICT (BID) IN FOR A SECOND TERM AND TOLD US THE PROJECTS THAT YOU WANTED TO SEE THE BID PROVIDE. TODAY, WE CAN PROUDLY SAY THAT WE HAVE DELIVERED ON THIS. WE ALSO CONTINUE TO REPRESENT THE VOICE OF LOCAL BUSINESSES AND CHAMPION ILFORD TOWN CENTRE.**”

The time has now come for you to show your support for the work the BID carries out on your behalf. We have been working on a business plan for the next five years (2019-2024), incorporating the comments we have already received. Please provide any additional feedback to help us shape a business plan that works for you.

**WE WILL BE PUBLISHING THE BUSINESS PLAN IN SEPTEMBER.**

**WHAT IS A BID?** A BID is a defined geographical area within which the businesses opt (via a vote) to pay an additional amount to provide services in that area that they, as a group of businesses, want to have.

A BID company has a maximum of five years before it has to ask businesses if they want the BID to continue.

There are over 300 BIDs in the UK and counting.

# KEY DELIVERY THEMES FOR THE BID

The business plan is taking shape. It seems that you love the work of the BID and are keen to see many projects continue, but with a focus on how the BID can help to take a strategic lead to help maximise the potential of the town centre.

The next five years will be the most significant that Ilford has seen in decades. One of the biggest infrastructure projects in the UK; Crossrail, is due to open, which has been a catalyst for significant investment in the town centre. The 2019-24 business plan will have a focus on maximising the economic benefits of Crossrail. The opportunity is there for Ilford to meet the needs of people who will be proud to work, shop and live in the area. **Some key areas of work will be:**

- **PROVIDE A UNIFORMED PRESENCE IN THE TOWN**
- **MAINTAIN AND PROMOTE A RESPONSIVE WEBSITE FOR THE TOWN**
- **PROVIDE DEEP CLEANS AND CAMPAIGN FOR A CLEANER ILFORD**
- **MANAGE THE RADIO SECURITY SCHEME**
- **WORK WITH PARTNERS TO CO-ORDINATE AND PROMOTE EVENTS IN THE TOWN**
- **DELIVER A CHRISTMAS LIGHTS SCHEME**
- **CREATE CONSUMER CAMPAIGNS THAT PROMOTE THE TOWN'S OFFER**
- **DELIVER A CHRISTMAS PROMOTIONAL CAMPAIGN**
- **UPDATE BUSINESSES WITH NEWS THAT AFFECTS THE TOWN AND THEIR POTENTIAL TRADING ACTIVITIES**
- **PROVIDE A PLANTING SCHEME**
- **WORK WITH PARTNERS TO MANAGE THE CHALLENGE OF HOMELESS PEOPLE**
- **USE SOCIAL MEDIA PLATFORMS TO ENSURE BUSINESSES CAN BE REACHED QUICKLY WITH UPDATES**
- **CELEBRATE THE DIVERSITY OF THE TOWN'S COMMUNITY**
- **CAPITALISE ON THE ECONOMIC BENEFITS OF CROSSRAIL**
- **CELEBRATE AND SUPPORT THE TOWN'S INDEPENDENT BUSINESSES**





66 **THANK YOU...GET IN TOUCH** 99

Now is your time to get involved and help steer Ilford town centre towards a more prosperous future. Your feedback is welcomed. To send us your thoughts, please contact [enquiries@ilfordbid.com](mailto:enquiries@ilfordbid.com) or call **0203 096 2230** by **Friday 22nd June**.

From 19th October, you'll be invited to vote for a BID that has continued to deliver and has ambitious plans for the future of Ilford town centre.

**WE HOPE WE CAN COUNT ON YOUR SUPPORT.**



[www.ilfordbid.com](http://www.ilfordbid.com)

