

A FUTURE OF
OPPORTUNITY

2019 - 2024



A business plan for the renewal of the Ilford Town Centre
Business Improvement District

LOOKING FORWARD TO MORE

SUCCESS

As Chair of the Ilford Business Improvement District (BID), I am delighted to introduce our 2019-2024 business plan. Over the past five years, the BID has delivered a range of projects to enhance the town centre and benefit the business community. Our key aims have been to make Ilford cleaner and safer, and to raise the town centre's profile through a variety of marketing activities, including events and promotions.

The next five years will be the most significant that Ilford has seen in decades. Ilford station is being transformed by Crossrail; one of the UK's biggest ever infrastructure projects. It has already been a catalyst for investment in the town centre and, when it becomes fully operational, it will be a major economic boost for the town.

This business plan has a focus on maximising these economic benefits and ensuring that Ilford can meet the needs of the people who will be proud to work, shop and live in the local area. Ilford is reinventing itself with thousands of new homes which means new residents and new opportunities.

The BID has achieved a great deal and has also taught us a great deal. I strongly urge you to vote 'yes' in the renewal ballot, which takes place between **Friday 19th October** and **Thursday 15th November**. Your ballot form will arrive in the post ahead of the October date.

Many thanks for your support.

Isaac Minto

Isaac Minto
Ilford BID Chair and
Metro Bank Local Director



“

With an expected population growth of 20% by 2030 and one of the most diverse demographics in the country, there is truly a unique opportunity for the BID to play a key role in driving the town centre regeneration strategy. This can be achieved through enhancing the cultural offer, promoting mixed use development to enhance the town centre experience and much more besides. ”

Sarah de Courcy Rolls
Ilford BID Director and
Exchange Ilford General Manager



“

Ilford is aiming to establish its place in the heart of modern East London. The BID is fundamental in delivering this and will work tirelessly to lead the way. ”

James Mugford
Ilford BID Director and
Marks & Spencer Ilford
Store Manager



“

The BID will work according to the priorities of our businesses. We will harness the opportunities that we have to create an economically vibrant town centre that provides a diverse cultural and leisure experience. ”

Carol Hobbs
Ilford BID Director

THE ILFORD BID

TEAM

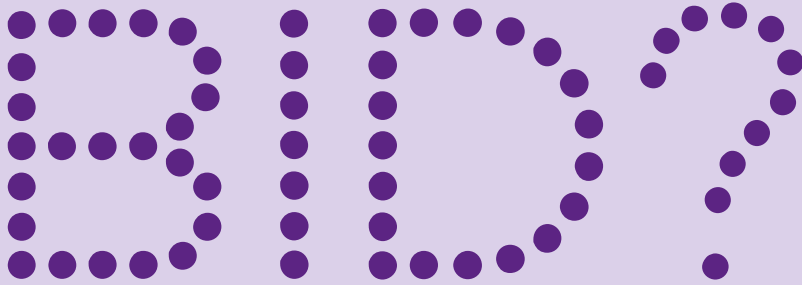


From left to right: Peter Avery, Street Ambassador; Ben Collins, BID Manager; Wilma Sagoe, Marketing and Communications Coordinator; Richard Culley, Street Ambassador.

“Our Street Ambassadors are the eyes and the ears of the town centre.

”

WHAT IS A



90%

Over 90% of BIDs have received the endorsement of a 'yes' vote at renewal*

* Source: British BIDs
National BID Survey 2017

A Business Improvement District (BID) is a proven way of providing funds to deliver additional services that local businesses believe will enhance the trading environment. BIDs charge a levy to local businesses in return for providing services over and above the usual council provision.

A BID is led by local businesses. It is not a replacement for local authority and police services. Instead, it provides useful additional resources and initiatives.

Key BID facts:

106,262

total hereditaments in BIDs*

There are now over

300

BIDs across the UK

Each BID term lasts up to

FIVE YEARS

£131,219,057

total BID levy funding in the UK*

For more details on BIDs, visit www.britishbids.info



ILFORD BID – THE STORY SO FAR

The BID has achieved many successes in Ilford town centre. An ongoing commitment to the BID will ensure continuity of services and provide exciting new opportunities.

On-street presence

The BID's Street Ambassadors have played a crucial role in welcoming and assisting visitors and working closely with the BID funded police team and security officers. The Street Ambassadors have made more than 5,000 business visits over the BID's term for a range of issues including assisting and supporting with security matters, anti-social behaviour and information sharing.

Safety and security

The BID's Radio Security Scheme links over 80 businesses, CCTV, Street Ambassadors, security and the police. The scheme enables users to swap real-time information and knowledge sharing as well as access to the DISC Business Crime Reduction App and regular user meetings. The BID has also provided training courses on first aid and counter-terrorism for businesses.



Creating a buzz

High-profile events to promote the town centre offer and drive footfall have included outdoor cinemas, pop-up summer gardens, skating rinks, Easter Trails and cultural dance performances.



THE STORY

SO FAR



Festive cheer

The BID provides the Christmas lights scheme and tree, along with a seasonal marketing campaign and events. Last year's Santa Arrival Parade attracted **more than 1,000 visitors** and the Santa's Grotto attraction provided in partnership with The Exchange Shopping Centre attracted more than **2,300 bookings**.

Floral Planter Displays

The BID has provided floral displays to brighten the streets in the summer months with over **80 hanging baskets** provided each year.

Online presence

The BID has over **15,000 social media followers** across Twitter, Instagram and Facebook. An engaged and large audience which are pushed towards the BID's dedicated consumer website which provides a comprehensive business directory for businesses, providing independents with an online platform. More than **100,000 new users** have visited the inllford website, generating over **200,000 page views**.

Recycling Scheme

In the past 12 months alone, BID businesses using the recyclable waste scheme have recycled more than 7,500kg of cardboard, saving six trees and 12 tonnes of CO₂.

Cleans

The Street Ambassadors provide regular cleans and graffiti removal, complementing the larger scale, deep cleans that the BID provides.

Extra Investment

25% of the total BID levy collected has been generated in additional income by the BID to supplement the levy and fund additional activities.



“

The BID has been and will continue to be vital to the future of Ilford and will continue to benefit businesses and residents alike.”

Sohail Iqbal
Area Branch Manager,
State Bank of India

INSPIRED

BY YOU

Our research tells us that Ilford businesses love the work of the BID. They want to see many projects continue, but with a strong focus on how the BID can take a strategic lead to help maximise the town centre potential.

Over 55% of BID businesses have been involved in the consultation process and your feedback has been crucial to the development of this business plan. Our research has included:

- One-to-one business meetings
- Monthly 'Meet the Team' sessions
- Business workshop
- Business survey
- Business visits to discuss opportunities and issues

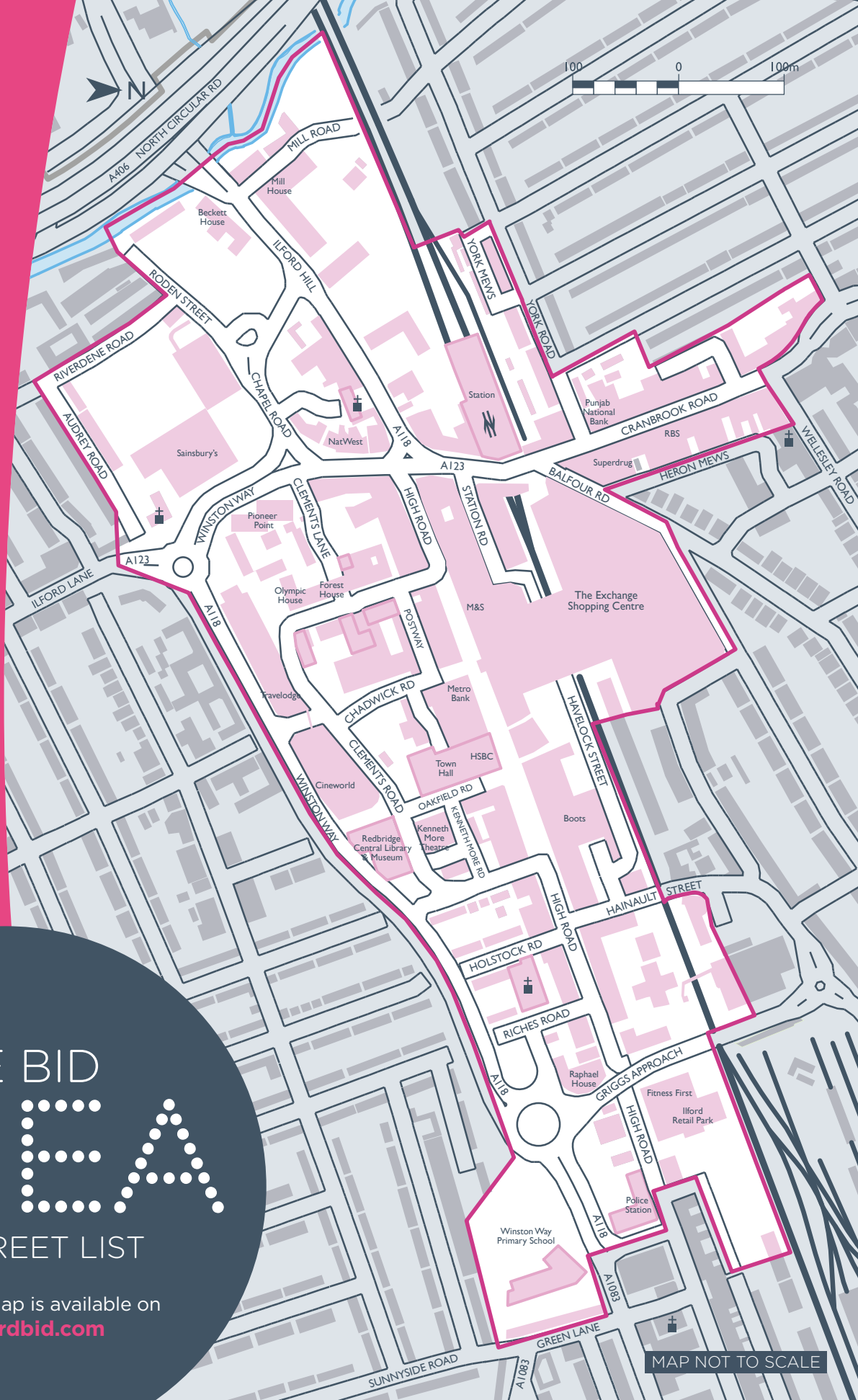
A 'research to date' document was mailed locally and to head offices, requesting final feedback on the emerging themes of the business plan.

KEY DELIVERY THEMES

- 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
- Provide and 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 homelessness
- 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



Audrey Road
 Axon Road
 Balfour Road
 Chadwick Road
 Chapel Road
 Clements Lane
 Clements Road
 Cranbrook Road
 Hainault Street
 Handforth Road
 Havelock Street
 Heron Mews
 High Road
 Holstock Road
 Ilford Hill
 Janice Mews
 Kenneth More Road
 Mill Road
 Oakfield Road
 Postway Mews
 Riches Road
 Rigby Mews
 Riverdene Road
 Roden Street
 Station Road
 Thompson Close
 Wellesley Road
 Winston Way
 York Road
 York Mews



THE BID



AND STREET LIST

The BID Zone map is available on
www.ilfordbid.com

MAP NOT TO SCALE

EXPERIENCE ILFORD



Creating a better visitor experience

The BID will continue working hard to improve the presentation of Ilford town centre, as well as making it a safe and welcoming place to visit.

The BID will generate over
£2m
of investment in the town centre

Street wise

The BID will remain the eyes and ears of the town centre, providing an on-street presence for businesses and visitors.

Street smart

Presentation is vitally important in attracting visitors. We're committed to regular cleaning campaigns to keep the town centre environment looking its best.

In touch

Keeping the streets safe is a key priority. The BID's Radio Security Scheme will continue and be further enhanced with new knowledge sharing platforms to benefit businesses.

Flower power

The ever-popular floral displays will continue to brighten up the town centre streets.

Festive lights

The BID will provide a new Christmas lights scheme and tree in the town centre.

Social responsibility

The BID will work with partners to manage the challenge of homelessness and rough sleeping.

DISCOVER ILFORD

The BID will provide a strong marketing offer to ensure that businesses, customers and residents are aware of what is going on in the town. Connecting people to the activities and creating opportunities for businesses to capitalise on.

Selling the town centre experience

The BID will use a range of marketing and PR initiatives to engage with a wider audience and attract more footfall into the town centre.

Dedicated brand

The Ilford consumer website and social media presence will continue and grow, providing BID businesses with a strong platform for awareness and tactical marketing campaigns.

Dates for the diary

The BID will support delivery and promotion of a co-ordinated calendar of events that celebrate the diversity of the community and drive footfall.

Seasonal attractions

Key trading periods for businesses will be supported with promotional campaigns to encourage footfall, longer dwell time and increased spend.



OPPORTUNITY

ILFORD

IT'S TIME TO MAKE OUR TOWN THE GO-TO PLACE

Over the next five years, the BID will be focused on maximising the economic development opportunities in Ilford, delivering more than £2 million of investment in the town centre. The BID has worked closely with London Borough of Redbridge to play a key role in the development of The Ilford Manifesto which promises to make Ilford a London town again, invest in culture, draw inspiration from our diversity, spark an evening economy and more besides.

Capitalising on Crossrail

Crossrail will firmly establish Ilford as one of East London's key transport hubs. The BID will work closely with partners and stakeholders to capitalise on the economic benefits this provides from new businesses, investment and homes. There is a big opportunity for Ilford to capitalise and evolve further still into a modern town centre experience.

A connected community

Local businesses and business people are at the heart of the town. The BID will ensure that everyone is kept up-to-date and engaged in ideas, strategy and initiatives that impact town centre trading. The BID will ensure that they have a strong voice and platform for what is happening in their place.

A voice for all

Independent town centre businesses play a vital role in the BID. We'll continue to celebrate and support the full range of traders in our town centre.

Open to ideas

We'll continue to seek out and review new, innovative ideas for a modern town centre that provides relevant and exciting experiences for the times we live in.

Sharing expertise

The BID will provide valuable mentoring opportunities for member businesses.



BID RULES

BALLOT & FINANCES

In developing the rules that will apply to the BID, consideration has been given to “The 2018 National BID Criteria” published by British BIDs, the Inter Banking Rating Forum and the Federation of Small Businesses.

Ballot

1. London Borough of Redbridge will send those responsible for properties or hereditaments to be subject to the BID a ballot paper prior to the start of ballot.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of this BID proposal in a 28 day postal ballot which will commence on 19th October 2018, and close at 5pm on 15th November 2018. Ballot papers received after 5pm on 18th November 2018 will not be counted.
3. In order for the proposal to renew the Ilford BID to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the BID proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must also exceed the total of those voting against.
4. The result of the ballot will be announced as soon as practically possible after the close of ballot.
5. If successful at ballot, the new BID will commence delivery of services on 1 April 2019 and will continue for a period of 5 years to end 31 March 2024.

Finances

1. It has been assumed that 96% of the billed levy will be collected each year, and this collection rate has been applied throughout the term. This is in line with collection rates achieved to date.
2. The budgeted income from levy collection in the first year is approximately £361,472.
3. The average budgeted annual levy available to be spent by the BID for the term is £383,821.
4. A contingency provision on expenditure provides for an anticipated surplus of £98,000 by the end of the term. This equates to 5% of levy income over the term (or 25% of average annual levy).
5. Total additional income is budgeted as £240,000, or 12% of anticipated levy income over the term. This is based on the BID's record in generating such streams through the management and provision of the Security Radio Scheme and other voluntary contributions from businesses.
6. Operating costs are expected to be below 20% of total expenditure in the term.

ILFORD BID 3 BUDGET

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
INCOME						
BID LEVY	£361,472	£372,316	£383,485	£394,990	£406,840	£1,919,103
ADDITIONAL	£44,000	£46,000	£48,000	£50,000	£52,000	£240,000
TOTAL INCOME	£405,472	£418,316	£431,485	£444,990	£458,840	£2,159,103
EXPENDITURE						
OPERATING COSTS	£76,000	£77,000	£78,000	£80,000	£81,000	£392,000
EXPERIENCE	£165,000	£170,000	£171,000	£175,000	£179,000	£860,000
DISCOVER	£102,000	£105,000	£111,000	£115,000	£118,000	£551,000
OPPORTUNITY	£59,000	£62,000	£66,000	£67,500	£74,000	£328,500
CONTINGENCY	£3,472	£4,316	£5,485	£7,490	£6,840	£27,603
TOTAL EXPENDITURE	£405,472	£418,316	£431,485	£444,990	£458,840	£2,159,103
RETAINED SURPLUS	£98,000	£98,000	£98,000	£98,000	£98,000	£98,000

*Carried over from previous term

BID RULES

THE LEVY

25%

of total levy
collected
generated
in additional
income by
the BID.

1. The levy rate to be paid by each property or hereditament in the first year of the renewed BID is 1.65% of its rateable value as at the 'chargeable day' (notionally 1st April each year).
2. The levy rate will be increased by a rate of inflation of 3% per annum.
3. Only properties or hereditaments with a rateable value of £10,000 or more will be liable for payment of a levy.
4. The number of properties or hereditaments liable for the levy is estimated at 360.
5. The maximum levy to be charged on any single hereditament will not exceed £15,000 per annum in any year.
6. The levy will be charged as one amount annually in advance, with the chargeable period being April to March each year. No refunds will be available on the levy charged. If a rateable value changes (up or down) after the 'chargeable day', the revised levy will be charged as at the next 'chargeable day' irrespective of the date of change.
7. The owners of untenanted properties or hereditaments will be liable for payment of the levy.
8. Occupiers within the Exchange Shopping Centre who are already subject to an additional service charge for management, marketing, security and cleaning services will pay a reduced levy equivalent to 75% of the levy that would, otherwise apply. The owners of the Exchange Shopping Centre may voluntarily contribute the shortfall annually.
9. Charitable organisations that are subject to relief on their business rates liability will be exempt.
10. If, during the term, the rateable value assigned to a property or hereditament falls below £10,000 for whatever reason (either through physical change, change of use, or revaluation arising from the adoption of a revised Rating List), the property or hereditament will be exempt from the levy from the next chargeable period.
11. The exception to this will be any change of use or a physical change to a property or hereditament including inter alia; new construction, merger, subdivision, extension and refurbishment which results in the issue of a new entry in the ratings list current at that time.
12. If, during the term, a property or hereditament with a rateable value which had previously been below £10,000 threshold is assigned a new rateable value which is at or above £10,000, the property or hereditament will be not be liable for the levy unless the increase results from a change of use or physical change, as previously described.
13. London Borough of Redbridge will be responsible for collection of the levy and will make an administrative charge of £35 per hereditament per annum; additional amounts will be charged to cover maintaining and updating the software used for collection of the levy.



BID RULES

GOVERNANCE

1. The not-for-profit Company which manages the BID will continue.
2. The Company's Board of Directors will continue to operate and, if successful at ballot, it is intended that a BID Committee, including Directors of the Company, will continue to represent levy paying businesses within the BID area. The BID committee will be made up of levy paying businesses.
3. The Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the levy rate proposals would require an alteration ballot.
4. Businesses within the BID area whose rateable value is under £10,000, and those outside the area, will be encouraged to support the work of the BID through a 'Friends of the BID' scheme
5. An Operating Agreement, which includes the Council's baseline service commitments, has been agreed with London Borough of Redbridge. A copy can be found at www.ilfordbid.com
6. Notice of the intention to hold a ballot was given to the Secretary of State on 2nd February 2018. Notice of Ballot will be sent to participating businesses by London Borough of Redbridge within the required statutory period.
7. The BID will continue to monitor performance against agreed annual objectives and targets and will report to levy payers at least once a year. Regular updates and periodic newsletters will keep businesses informed. A financial statement will be distributed to businesses along with the BID levy invoice annually. A mid-term review will be conducted and published. The BID will seek to maintain British BIDs Accreditation status throughout the term.

SUPPORTING THE BID

“

Iford BID makes our town centre more vibrant. Their campaigns and activities bring Iford to life and it's great to be a member of the BID. Their campaigns link us to the local community and offer opportunities to get our business out there to the public. It's great to have their support. ”

Naser Rafiq, Swirllys Manager



“

After attending my first Iford BID meeting, I never looked back. Having a BID provides an opportunity for our business to stay engaged and in the loop with what's happening in the town centre. It means we can stay informed about large-scale projects within the area, network with other businesses and get to know more about Iford and how to get the best out of the location. ”

Keera Sira, Toni & Guy Ilford Director

“

The BID provides an array of additional services which are crucial to improving Iford town centre. We would not want to lose any of these or the new additional services. ”

Kafeel Khan, Goldex Investments Managing Director



“

Attracting people to a town centre is crucial to the success of an area and to businesses. Iford BID has successfully done this through their campaigns. Their different events have really increased footfall in Iford and within businesses. It's great to have innovative campaigns for the area which engage the local community and encourage people to visit us. ”

Will Stallan, Starbucks Manager



“

Over the last five years, the BID has been committed to developing the town centre in so many ways, from brightening the area up with floral planters to providing additional deep cleans to enhance the town. We remain committed to the BID and look forward to the continuing growth of the area through our partnership with the BID. ”

David Pike
Zoo Buying & Business
Development Manager



“

The BID has done so much to improve the look and feel of the town centre. It is brilliant to see what they've been doing to improve the area surrounding our business. It's an ongoing process and they've been truly committed to ensuring we can see value in their service. ”

Kennedy Charles Chukwu
Topchild Manager



SUPPORTING THE BID

“

These are exciting times for Ilford and the BID is an ambitious and key partner at the heart of the progress that is being seen. ”

Irshad Zahirullah
iCakes Director



“

The BID is an invaluable asset to our businesses and town centre. They work hard to keep control of the area. ”

Andy Paynai, General Manager
Fitness First





HOW TO

VOTE

All BID zone businesses will receive voting papers in advance of the ballot, which commences on 19th October 2018.

Voting YES will retain the BID for a further five years, through to March 2024.

Ballot papers must be returned by 5pm on Thursday 15th November 2018.

If the majority are in favour, services will continue and the additional commitments will be guaranteed. The new term would commence in April 2019.



ilfordbid

www.ilfordbid.com