



INTRODUCTION FROM BID MANAGER, MONICA TYLER

**Welcome to our latest
BID newsletter.**

You should all have received our proposal document for the second Sutton town centre BID. With the help of the BID since 2012 Sutton town centre has grown into a thriving shopping and social centre despite the many challenges facing all High Streets today.

As we enter the vote to continue the good work the BID has made to Sutton town centre I reflect on the changes that the BID has made since its inception in 2012. Back then I know, as a local resident, there were no events in the High Street to celebrate Christmas, the children's summer holidays or the Easter break as I witnessed this year.

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Town Centre Easter Egg Hunt

Back in 2012 there was no award winning buggy, which has brought hundreds more shoppers to the High Street by giving less able locals a free ride up and down the length of the High Street.

The BID team know that the most important people are the businesses and the shoppers and we have spent time consulting to ensure their needs are met.

Without the BID Sutton town centre would be a poorer place for local businesses, shoppers and visitors. The BID has created a community in the High Street that benefits all. Help us to continue the good work and **vote YES**.



TOP BUSINESS GONG FOR SUTTON

Sutton Council has scooped joint first prize in the Best Programme of Support for Small Businesses category at the annual London Council Small Business Friendly Borough Awards.

The popular Entrepreneurs Pop-Up Sutton programme was praised for being, "a new and innovative project to stimulate business start-ups that enables entrepreneurs to get a foot on the business ladder." The programme encourages new business start-ups by providing support

and guidance through a structured series of workshops. Once a month a free stall is provided to give entrepreneurs a platform to showcase their products or services to a ready-made audience at the popular Pop-Up Sutton market on Sutton High Street.





Sutton winners of the Best Programme of Support for Small Businesses category

Cllr Jayne McCoy, Chair of the Housing, Economy and Business Committee at Sutton Council, said:

“The Entrepreneurs Pop-Up Sutton project has helped some really innovative ideas get off the ground. We’re ready to assist any creative, ambitious Sutton residents who have a great business idea for our high streets.

I’m really proud that Sutton Council has supported this project, and I encourage anyone who’s not yet had a chance to enjoy the market itself to get down to Sutton High Street on Saturday 6th or Sunday 7th May and support local traders.”

The Pop-Up Sutton programme has been developed by Opportunity Sutton, the council’s business development arm, and delivered by the Successful Sutton BID.

Since the scheme launched in Feb 2016, the project has supported 88 local entrepreneurs through the business support programme and monthly market. Five new businesses have been created through Pop-Up Sutton and over 90

hours of business support training has been provided. Significant positive feedback has been received with 100% of respondents saying they would recommend the programme to others.

The Best Programme of Support for Small Businesses prize was shared with Lambeth Council, with the panel being unable to pick a winner between the two boroughs.



WHAT IS A BID?

A BID (Business Improvement District) is a business-led and funded partnership created to deliver additional services to businesses within a defined commercial area. In our case, the BID operates in Sutton High Street.

Once a BID has been established by a majority vote, companies are legally bound to pay a surcharge on their business rates each year.



The levy is used to develop projects that will directly benefit businesses, such as street cleaning, providing security, making capital improvements, events and marketing.

Successful Sutton was established in October 2012 and runs until

October 2017. As a BID we invest money in activities and services to promote and improve Sutton and we strive to ensure best value for you, our levy payers.

BALLOT COUNTDOWN

- 26 April 2017 – Notice of ballot issued by Electoral Services
- 12 May 2017 – Voting opens
- By 5pm 8 June 2017 – Your ballot paper must be returned to Sutton Council
- 9 June 2017 – Result announced

For more information please contact:

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VOTE YES
FOR A STRONG VOICE FOR SUTTON

