

bid matters

Issue 11, June 2017

**VOTE
YES
FOR SUCCESS**

HELLO FROM BID MANAGER, MONICA TYLER



Our hearts and prayers are with all those affected by last weekend's tragic events in London.

With only two days left to vote for the Sutton Town Centre BID renewal I am making a final call out to those of you who have yet to return your ballot papers.

As you all know, without a YES vote, Sutton Town Centre will no longer be a Business Improvement District (BID) and all the activities and initiatives that we provide will cease. It also means that we, here at Successful Sutton, will no longer represent Sutton businesses and lobby for your concerns.

When asked, the majority of Sutton businesses were in support of the BID renewal and intended to vote YES. **It's now vital that ballot forms are completed and returned to:**

**Electoral Services, Civic Offices,
St. Nicholas Way, Sutton, SM1 1EA.**

Telephone: 020 8770 4179

Email: electoralservices@sutton.gov.uk

A YES Vote for Successful Sutton will ensure we deliver our renewal plan and support all of you, the levy payers, by continuing the improvements to Sutton Town Centre.

**PLEASE ENSURE YOU RETURN YOUR
BALLOT PAPERS NOW, OR IN ANY CASE
BY 5PM ON 8 JUNE 2017.**

If you have any difficulties or are unable to find your ballot paper please contact me

**Monica.Tyler@successfulsutton.co.uk
or 020 8643 9304.**



**VOTE YES
FOR A STRONG VOICE FOR YOUR BUSINESS**

**SUCCESSFUL
SUTTON**
Business Improvement District

A BRIGHTER AND SAFER PLACE

Local businessman Richard Warrender, of Warrenders Jewellers, speaks out in favour of the Sutton Town Centre BID.



Our family business, Warrenders Jewellers, has been in the Town Centre for over 40 years, so I feel I can speak with some authority about the positive impact of the BID on Sutton's Town Centre. It has been so encouraging to see how a body of business owners and representatives has come together to improve their town centre and trading environment.

This renewal will see almost 500 businesses create a pot of over £1.5m, to be invested in the Town Centre over the next five years. This is a significant commitment by local businesses who want to add value to the Town Centre. As individual businesses, we know that

working to develop our marketing, websites, branding and advertising should increase turnover, but by enhancing our customers' experience of the Town Centre as well, more visitors can be attracted to the area. To achieve such a significant goal requires businesses to take a joined up approach, which is precisely what a BID offers.

At Warrenders we support the aims of Successful Sutton to enhance the Town Centre as a brighter and safer place to do business. We directly benefit from the recycling scheme, the shop watch initiative and radio scheme but also welcome the activities that take place across the BID area and the vibrancy they bring.

A well-run Business Improvement District has been beneficial to Sutton Town Centre and allowed us, as businesses, to take it in the direction we have wanted to. The work needs to continue, so that we can build upon improving and developing Sutton. I ask that all levy payers VOTE YES for the renewal of the Successful Sutton BID.

It works for us all. 



VOTE YES
FOR A STRONG VOICE FOR SUTTON

MONICA'S 5 MINUTE INTERVIEW



Sainsbury's

With **Leigh Hogarty**, General Manager, Sainsbury's

WHAT ATTRACTED YOU TO SUTTON TOWN CENTRE?

I know Sutton pretty well and was excited by the Town Centre Masterplan which sets out a great vision for the area. This was one of the main reasons I was pleased to be offered the chance to manage the new Sainsbury's store.

NAME A FAVOURITE MOMENT SINCE YOU HAVE OPENED IN SUTTON?

I was a local boy and so have lots of friends and family in the area and I'm

enjoying introducing them to the new store. It's great to see how the old gas works has been transformed to create our new Sainsbury's store.

WHAT HAS BEEN A NOTABLE CHALLENGE SINCE YOU HAVE OPENED?

Unfortunately there is anti-social behaviour from a number of young people in the area. This is disappointing and we are working with local schools and local police to address this.

IF RENEWED, WHAT WOULD YOU LIKE TO SEE THE SUTTON BID BE ABLE TO DO IN THE NEXT 5 YEARS?

I would be interested to see us develop some projects that respond to youth crime and anti-social behaviour.

If you would like to take part in a 5 minute interview with Monica please contact: colleen.harris@successfultutton.co.uk

VOTE YES
FOR A STRONG VOICE FOR YOUR BUSINESS

WHAT WILL BE LOST

WHAT WILL BE LOST IF SUCCESSFUL SUTTON IS NOT RENEWED

- **A less vibrant** High Street with less entertainment, markets and events
- **No** dedicated Enjoy Sutton Town Centre website promoting everything Sutton has to offer
- **Reduced** Sutton Town Centre Christmas lights scheme
- **No** Town Centre radio scheme to monitor and combat crime in the Town Centre
- **No** free recycling service for the Town Centre businesses
- **No** daily Shopper Shuttle service
- **Fewer** year-round floral displays
- **No** ShopWatch or PubWatch forums to help reduce anti-social behaviour and shoplifting
- **No** additional funding for the Street Pastors which will mean reduced numbers
- **No one** to keep you updated on Town Centre developments, issues and news



The BID team have based their plan upon the views of you, the businesses in the area. The proposal includes services that have now become essential, plus a number of new initiatives. That's the great thing about successful BIDs like Sutton – they listen hard, adapt to changing needs and remain accountable to those that pay. We have been delighted to offer support to the BID in this renewal.

Paul Clement – Director, British BIDs
Joint Managing Director, CMS



**VOTE YES
FOR A STRONG VOICE FOR SUTTON**



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, and 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 ONLY TWO DAYS LEFT TO VOTE YES!

- By 5pm 8 June 2017 – Your ballot paper **MUST** be returned to Sutton Council
- 9 June 2017 – Result announced



For more information please contact:

Successful Sutton Business Improvement District
1 Times Square, Sutton, Surrey SM1 1LF

T 020 8643 9304 E administration@successfultutton.co.uk

www.successfultutton.co.uk

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FOR A STRONG VOICE FOR YOUR BUSINESS

 **SUCCESSFUL
SUTTON**
Business Improvement District