

SUCCESSFUL SUTTON

2020 Annual Review

Successful Sutton, the Business Improvement District for Sutton



Agenda

- ▶ Business Improvement Districts (B.I.D.s) and this B.I.D.
- ▶ Sutton's "themes"
 - ▶ Enhancing Sutton
 - ▶ Delivering Value
 - ▶ Brighter Sutton
 - ▶ Protecting Sutton
- ▶ Future investment in Sutton.
- ▶ Employment and Skills in Sutton.
- ▶ Successful Sutton in 2020.
- ▶ Q&A
- ▶ Close by 12

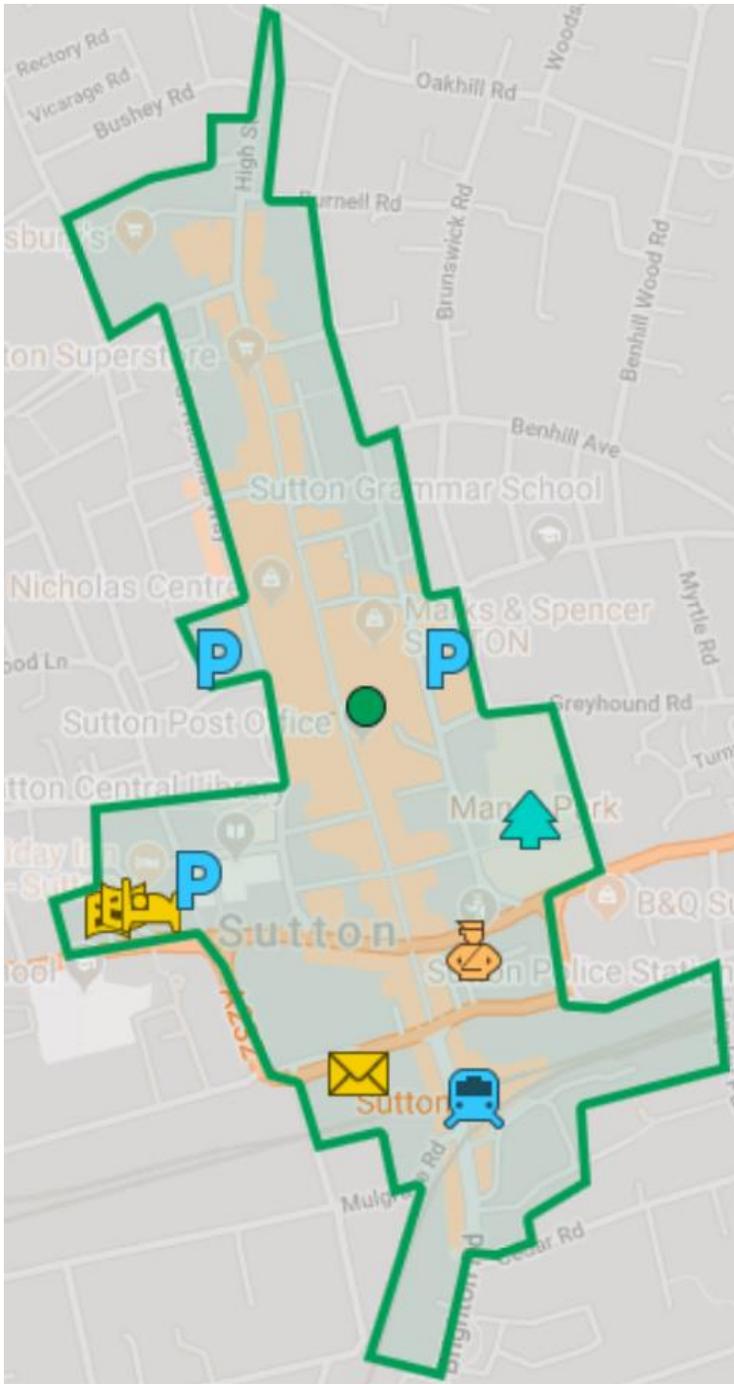
B.I.D.s and this B.I.D.

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B.I.D.s and this B.I.D.

- ▶ Creation.
- ▶ Purpose.
- ▶ Funding.
- ▶ Term.
- ▶ Management.
- ▶ The B.I.D. area - the map.
- ▶ Engagement with levy payers.
- ▶ Engagement with external parties.



The B.I.D. area map

Enhancing Sutton

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Enhancing Sutton

Promoting the Town Centre as a destination of choice.

What was promised in the 2017 BID Renewal:

- ▶ Holding regular speciality markets backed with high profile promotion.
- ▶ Working closely with car park operators to maintain a competitive tariff.
- ▶ Organising at least two main events - one at Christmas and the other at Easter.
- ▶ Improving accessibility through maps, directories and signage.
- ▶ Encouraging, supporting, promoting and developing late night shopping.
- ▶ Incentivising journeys to the Town Centre by public transport and other sustainable means.
- ▶ Continually evaluating the effectiveness of our promotional spend through measures such as footfall cameras and feedback from our main retail occupiers.
- ▶ Commissioning co-ordinated centre wide advertising campaigns using press, broadcast and social media.

Enhancing Sutton

What we delivered:

- ▶ A series of district centric events to encourage visitors with a combined increase footfall of over 18,000, our two major events being the Big Bang Family Day and Christmas Lights Switch on.
- ▶ Partnered in the delivery of the Boroughs first Women Mean Business Awards.
- ▶ Facilitated and delivered affordable Business space for the development of SMEs in the Mid Town Hub.
- ▶ Operated an 'Award Winning' Shopper Shuttle for the Town Centre to support those less able to travel the distance of the High Street five days a week.
- ▶ Increased our social media reach through event and business offer promotion to over 10k.
- ▶ Run Town Centre markets during the Summer and Christmas periods.
- ▶ Ensured our events have a business focus through the delivery of themed activities instore to drive footfall.
- ▶ Re-evaluated promotional spend in line with changes to the district.

The Levy View

- ▶ As a levy payer I have been in attendance at many of the events that have been organised by Successful Sutton. They have clearly increased footfall, been well organised and the feedback on a personal basis and through social media has been fantastic.
- ▶ This year I had the honour and privilege of being a judge for the Women Mean Business Awards. To showcase the amazing talent that we have in the Borough. It was a great platform to shout out how truly inspirational, diverse and talented Sutton Women are, and an opportunity to eradicate gender inequality.
- ▶ I have approximately 2,000 members visit my premises each week, the award winning shuttle has helped ferry them from one end of the High Street to my business. I believe that when the weather has been cold, windy or very warm, many of those may have chosen to go home rather than attempt to climb mount Sutton our High Street.
- ▶ I myself have used social media to advertise events for my business and in turn seen an uplift in business. My receptionist will also take calls from customers, saying that they saw an event on social media and wanted more information. Twitter, Facebook and all other social media platforms are a great way for businesses and communities to communicate. If you are not using this free tool for your business, you should be!
- ▶ The events that stick in my mind which have been beneficial to the daytime or night time economy have been the:-
 - Christmas Lights which have got better year after year even with the naughty elf on the shelf participation.
 - The open air cinema that even with thunder and lightening we still have over 150 people attend.
 - History tour that I learnt a thing or two about Sutton that even my brownies enjoyed participating in and took me the length and breadth of the High Street finding shops and facts I never new existed.
 - The fantastic markets bringing farmers, Europe and multicultural foods and products to the High Street.
 - We don't forget families and little ones, with story time, the beach, mini golf, and the mini farm as well as the amazing BIG BANG!

Delivering Value

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Delivering Value

Providing increased value for money for our levy payers and a united voice for the Town Centre .

What was promised in the 2017 BID Renewal:

- ▶ Delivering free recycling collections and heavily subsidised food waste collection.
- ▶ Making available micro-grants for High Street projects.
- ▶ Helping businesses meet their corporate social responsibility objectives with a particular focus on initiatives that benefit organisations within the Sutton area.
- ▶ Co-ordinating bulk purchasing of other goods and services i.e. utilities and stationary.
- ▶ Forming a lobbying group to secure additional High Street funding representing business interests.
- ▶ Organising Town Centre tours for businesses, employees and visitors.
- ▶ Agreeing good practice codes for ‘chuggers’ (unsolicited charity collectors).

Delivering Value

first mile
easy recycling



What we have delivered:

- ▶ Daily **FREE** mixed recycling collections collecting 81,990 kgs in 2019.
- ▶ Funding group procurement scheme via Meercat to assist business reduction in overhead spend. Over £16,000 of identified savings in six months.
- ▶ Working with London Borough of Sutton and Institute of Fundraising to create a robust scheme for the management of Town Centre fundraisers.
- ▶ Working with Town Centre Regeneration Team and key stakeholders in the promotion of Sutton as a place of opportunity.
- ▶ Working with Levy Business to create 'experiences' otherwise outside of budget to increase footfall and interest in businesses and stores.
- ▶ Using our Social Media and partner platforms to increase the marketing offer of businesses in the district with the promotion of events and activities.

The Levy View

- ▶ Effective use of the social media platforms to promote local business.
- ▶ Businesses working with the B.I.D. to support mentoring and developing other skills such as recruitment and retention.
- ▶ Collective bargaining to get better deals on the services that we use, applying that big company buying power to small and independent businesses.
- ▶ Sharing plans for events to enable businesses to maximise the effects of additional footfall.
- ▶ Having a dedicated point of reference within the B.I.D. to support the different areas.
- ▶ Be involved in the decisions that are made around events and wider schemes.

Brighter Sutton

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Brighter Sutton

Ensuring the Town Centre is an attractive environment for all.

What was promised in the 2017 BID Renewal:

- ▶ Dressing up and exploring new ideas for vacant shops.
- ▶ Responding to any mess resulting from night time activities.
- ▶ Removing gum on a periodic basis.
- ▶ Deep cleansing to tackle stubborn staining.
- ▶ Looking for more opportunities to introduce containerised planting and street trees.
- ▶ Targeting hot spots that require additional attention over and above the Council's sweep through e.g. smokers' areas, side alleys etc.

Brighter Sutton

What we have delivered:

- ▶ Annual Green Planting and Maintenance of pots and hanging baskets.
- ▶ Gum Removal over two years in all areas of the District.
- ▶ 16 hours of consistent litter picking and trouble shooting through Community Pay Back.
- ▶ Introduction of a Pop Up Park in the Stage Area to create a space to eat and rest seven days a week throughout the Summer.
- ▶ Engagement with London Borough of Sutton, Environmental Services and Veolia to discuss problem areas and effect a solution to their management.
- ▶ Using empty units throughout the District to host activities as part of our wider Town Centre events.
- ▶ Working as a key stakeholder in the Future High Street, Liveable Neighbourhood, Borough of Culture and other regeneration B.I.D.s.

The Levy View

- ▶ Sutton Music Centre has made use of the recycling scheme for years. It offers a very convenient service and First Mile have been responsive to all our requests.
- ▶ When promoting events such as the Learn To Play Day, the Enjoy Sutton social media feeds have provided a boost to reaching potential participants.
- ▶ We appreciate all the efforts of the BID to increase footfall in the Town Centre and believe that the events and promotion of Sutton's High Street would not happen without the BID.

Protecting Sutton

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Protecting Sutton

Ensuring the Town Centre remains safe and inviting for visitors and their families.

What was promised in the 2017 BID Renewal:

- ▶ Managing, supporting and improving the Town Centre radio scheme. Subsidising radios to encourage wider take up.
- ▶ Strengthening a Crime Partnership between Safer Sutton Partnership Service, Town Centre Partnership, Business Crime Reduction Partnership and the BID company.
- ▶ Increasing the number of night time street pastors, and helping fund street pastor initiatives.
- ▶ Enhancing the Pub Watch scheme under the crime partnership.
- ▶ Introducing Shop Watch initiatives for retailers.
- ▶ Providing safer night time travel information to businesses opening late.

Protecting Sutton

What we have delivered:

- ▶ Facilitated a change in provider and an update to the current radio scheme and promotion of new users throughout the District.
- ▶ Facilitating the delivery of Pub Watch and Business Watch Schemes with the support of Sutton MET Police and Licensing Team.
- ▶ Funding towards afternoon support twice a week through Sutton Street Pastors.
- ▶ Inclusion of Southern Rail Security team at regular meetings with Businesses and MET Police to support safer travel.
- ▶ Representing the District voice at monthly Safer Sutton Partnership meetings with MET Police and key Town Centre stakeholders.
- ▶ Contracting the support of South West Business Crime Centre to support in the management of our Business Crime Reduction Partnership with a view to accreditation.
- ▶ Engagement with MET Police and Bromley and Croydon B.I.D.s for the delivery of the Retail Crime Pilot to reduce low level shop lifting retail crime.

The Levy View

- ▶ Increasing amounts of radio usage amongst current users encouraging uptake from new users.
- ▶ Noticeable increase in community spirit between Sutton stakeholders as a result of recent renewed activity with Successful Sutton.
- ▶ Increased awareness of crime reporting procedures, but still requires further reinforcing.
- ▶ Continued urgent requirement for Police and or private security presence in the High Street at peak hours.
- ▶ Requirement for increased CCTV in High Street and surrounding areas to combat ASB and drug activity.

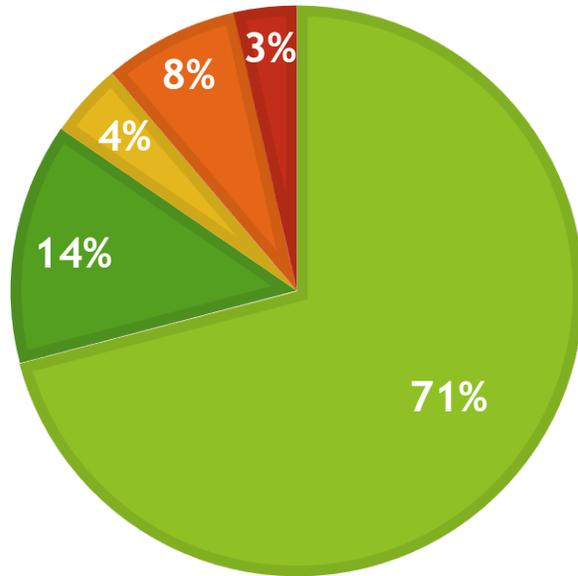
What's Next for your BID?

A Look at 2020

Focus on Income

NOVEMBER 2018 - NOVEMBER 2019

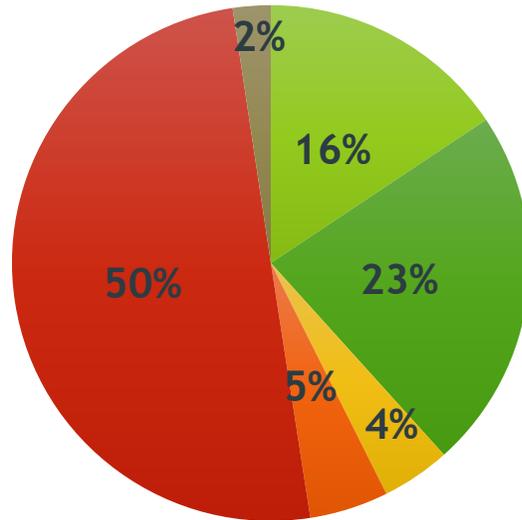
■ BID Levy ■ Funding/Sponsorship ■ General Sales ■ MidTown Hub - Sales ■ Radio Scheme Sales



BID Levy	£289,943.00
Funding/Sponsorship	£73,268.00
Mid Town Hub - Sales	£31,357.00
Radio Scheme Sales	£14,337.00
	£408,905.00

Focus on Spend

November 2018 to November 2019 Spend



■ Overhead ■ Staff Costs ■ Brighter ■ Delivering Value ■ Enhancing ■ Protecting

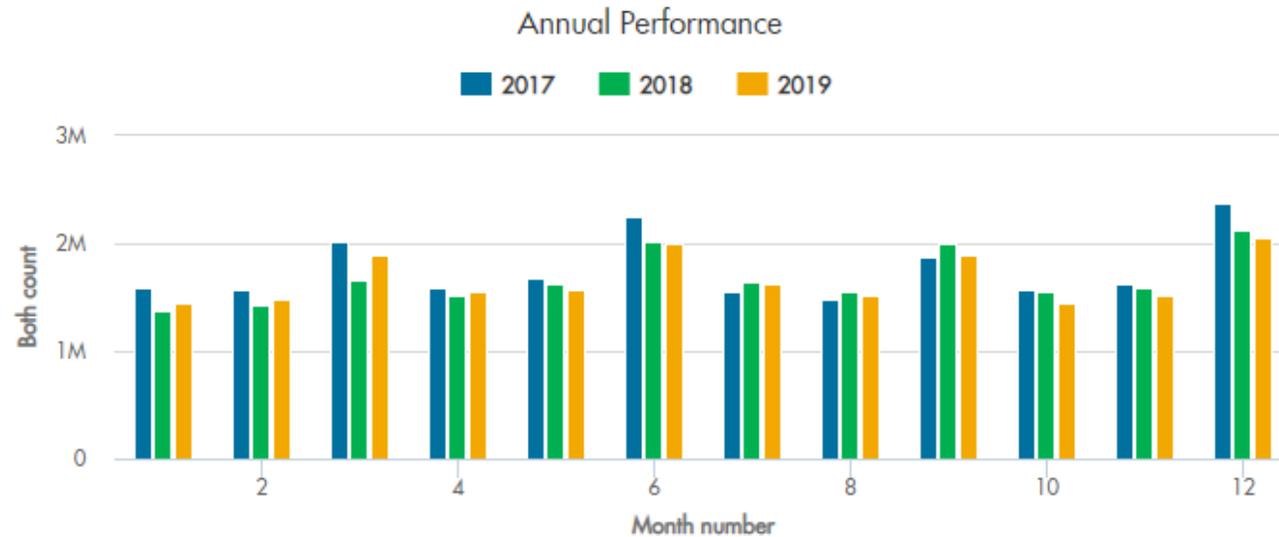
Overhead	£55,576.00
Staff Costs	£80,766.00
Brighter	£15,274.15
Delivering Value	£17,515.00
Enhancing	£178,113.85
Protecting	£8,400.00
	£355,645.00

What Has Changed?

- ▶ Increase in Retail Crime and Antisocial Behavior:
 - ▶ Increase in reported ASB and Shoplifting in and around the Town Centre.
 - ▶ The Actual crime committed being higher than is being reported.
- ▶ Changes in Policing:
 - ▶ The creation of a South Basic Command Unit with shared resources between Sutton, Croydon and Bromley.
 - ▶ Closure of the Custody Suite at Sutton Police Station.
 - ▶ Reduced Neighborhood Team covering the district - Less visible presence.
- ▶ Business Closures & Reduced Spend:
 - ▶ Loss of business to the Town Centre including Wonderland, The Grapes, Maplin's, Mothercare, Poundworld, Top Shop, BHS, Dorothy Perkins and other independents.
 - ▶ Reduction in Footfall in the UK overall to High Street and Shopping Destinations - Our High Street is no different.
 - ▶ Nationwide people are spending less.
 - ▶ Businesses looking to reduce overhead spend to cut costs including cuts to staffing and Security.
- ▶ Changes in focus/trends:
 - ▶ Climate, Environment and Community.
 - ▶ Online Shopping.
 - ▶ Experienced based shopping.
 - ▶ An increased need for flexible office space

New Faces

- ▶ New businesses opening including Premier Inn, Bar & Block, Tiempo Lounge, Taco Bell, H&M, Flannels, Believe.
- ▶ Shortlisted for Borough of Culture 2023, Shortlisted for the Future High Streets Fund.
- ▶ Footfall in the Town Centre has remained level over the last two years and in some months better than two years prior.



What are we planning? 2020/2021

▶ Events

- ▶ In addition to our popular Science Festival and Christmas Lights Switch on we will be introducing events which focus on History, Music, Art.
- ▶ We will be engaging more with businesses around our events, delivering activities from stores and assisting with promotion through our event communications and Social Media.

▶ Climate

- ▶ We will be looking at a more self sustained planting option for the District working with local providers and community groups for delivery.
- ▶ We will be working to improve the negative environmental impact of our events including reducing the use of any generated power and helium.
- ▶ We will be engaging with Businesses to discuss with them what projects or services could be of benefit in managing their environmental impact.
- ▶ We will be changing our Town Centre shopper shuttle to an electric vehicle

What are we planning? 2020/2021

▶ Added Value

- ▶ Investment into a new SME space in the North End of the High Street.
- ▶ Offering increased desk capacity from 18 to 33 with training space.
- ▶ Working with CIC's and Voluntary Sector partners to create a space that has a more community feel.
- ▶ Engaging more with businesses around the opportunity to reduce overhead spend through us of our contract with Meercat
- ▶ We are rolling out a survey to discuss current waste management and look to develop a strategy for daily collection with less negative environmental impact and benefit from further reduction in cost overheads

What are we planning? 2020/2021

- ▶ Introduce a BID SUPPORT OFFICER to the Town Centre:
 - ▶ A pro-active, visible Presence four days per week and flexible around PEAK times.
 - ▶ SIA, ACT and First Aid Trained.
 - ▶ First point of contact on the Town Centre Radio.
 - ▶ Support to MET Police and Security personnel.
 - ▶ Disruptor to ASB and regular retail crime.
 - ▶ Support to retailers in giving statements and completing retail crime packs.
 - ▶ Management of our Business Crime Reduction Partnership schemes Business Watch and Pub watch.
 - ▶ Branded to promote the B.I.D.s work in assisting in keeping the Town Centre safe for visitors.
 - ▶ Eyes and ears on the ground with clear key performance indicators and targeted engagement reporting monthly back to Safer Sutton Partnership Board.

What do we want from you?

- ▶ Ideas and Suggestions.
- ▶ Get involved!
- ▶ Join the B.I.D. Board of Directors.

Annual Review

- ▶ Available online at successfultutton.co.uk
- ▶ Available in print, please email admin@successfultutton.co.uk
- ▶ Available on Social Media @successstutton Facebook/Twitter
- ▶ To contact your B.I.D. email Patricia.park@successfultutton.co.uk
or call 07703 464 576

