



**Sidcup**  
*Partners*  
**Working Together**



**Annual Report**  
**2017/18**

# Welcome From The Sidcup BID Chairman

Following a very busy year I felt it was important to communicate to all our levy payers, residents and visitors to Sidcup what had been achieved since we established Sidcup Partners Ltd.

Our first year has been challenging but I feel we have learnt a lot. Somethings have worked extremely well, other things we would have done differently, but listening to feedback and constructive criticism is the best way to improve.

I would encourage you to contact Sidcup Partners with any suggestions or feedback using our website to enable us to continue with our good work and to make decisions based on local needs.

I believe that we are an integral part of the community and we have endeavoured to support many local groups alongside our businesses, this includes Lark in The Park, the Rotary, local churches, PTAs and charities.

It is our intention to produce this publication regularly to help with communication.

I hope you enjoy reading it.

A handwritten signature in black ink that reads "Sue Petty". The signature is written in a cursive style with a large, decorative flourish at the end of the name.

**Sidcup Partners Business  
Improvement District is working  
to facilitate collaboration and  
cooperation opportunities to  
make Sidcup Better for Business.  
We want to make sure that every  
BID levy payer can make the  
most of the new opportunities  
available to them.**

**This document explains what has been achieved by Sidcup Business Improvement District (BID) trading as Sidcup Partners Limited during 2017/18, the first year of our 5-year term, under each objective.**

**In October 2016 Sidcup businesses voted in favour of establishing a BID in Sidcup.**

## **Contents**

1. Welcome
2. Objectives & BID Board
- 3-4. Services to Business
- 5-6. Marketing, Promoting and Events
- 7-8. Attractive, Well-Presented and Looked After
- 9-10. Safety and Parking
11. Financials
- 13-14. Upcoming Events

## **There are 3 strategic objectives:**

- To ensure Sidcup is attractive, well-presented and looked after
- To ensure Sidcup businesses and attractions and strengths are well known, understood and promoted and that they have a clear voice and key role in the development of the area
- To support Sidcup businesses and attract new workers and businesses to the area

This document sets out what activities have been taking place under each of these objectives.

## **BID Manager Cheryl Curr**

# **The Sidcup BID Board 2017/18:**

**Sue Petty**  
Board Chairman

**Andrew Scanlan**  
Vice Chairman

**Dominic Price**  
Director

**Jane Sutherland**  
Director

**Mel Kenyon**  
Finance Director

**Lua Jessie Burrows**  
Director

**Steven Sirman**  
Director

**Bill Perera**  
Board Member

**Chris Mattin**  
Board Member

**Jess McCarthy**  
Board Member

**Mark Williams**  
Board Member

**Keith Stephenson**  
Board Member

**Nigel Hill**  
Board Member

**Jason Ingram**  
Board Member

**Resigned: Darren Travers-Spencer (Morrisons), Tim Blundell (Waitrose)**

## Services to Business



**£28,135.22**

Total identified savings

**£13,313.58**

Total realised savings

### Meerkats Savings:

A company called Meerkats were engaged and working in the town from September helping to reduce costs to businesses.

**£1 : £2.94**

Current ROI identified

**£1 : £1.39**

Current ROI realised

### Tysom:

We engaged a company to trial a discount and promotion scheme for the town to hopefully encourage more visitors to Sidcup. The scheme was based on using a smartphone.



### Networking Events:

We arranged networking events in partnership with Barclays Bank, with topics covering fraud and digital marketing.

# Services to Business

## Bexley Business Awards:

We sponsored the Bexley Business Awards and encouraged local businesses to get involved and make the most of the media coverage the short listed businesses receive.



## Growing our online presence through social media and our website:

**557**

Facebook Likes

**2874**

Twitter Followers

**100**

Instagram Followers

**500+**

Website Visitors Per Month

## Business Directory:

We have built up and kept up to date an online directory of the businesses in Sidcup: Entry is free, and we welcome content from businesses about any offers or news they have so that we can grow the website and promote services to residents and visitors.



# Marketing, Promoting and Events

## Sidcup BID Working Together

### Launch Party

The Sidcup Partners official launch took place at Sidcup Golf Club on Wednesday 3rd May 2017.

James Brokenshire, the local MP, spent almost two hours talking to businesses. The beautiful setting was an amazing backdrop to the event.

During the event visitors were entertained by the Merton Court Festival Choir and a traditional Welsh harpist.

Twenty businesses took stands to promote their business. There was a real buzz as people chatted together, many of whom were business neighbours but hadn't met.

### Launch Event

"Just wanted to say thank you for arranging the Sidcup BID launch, it was a lovely afternoon and really enjoyed meeting other businesses and people in the Sidcup Area."



## Christmas Extravaganza

The Christmas event took place on Saturday 9th December with activities in Main Road, Station Road and on Sidcup Green.

We provided two grottos for children and the Rotary collected donations. The lights scheme was extended for the first time to include Station Road.



# Marketing, Promoting and Events

## Sidcup BID Working Together



## Sidcup Fringe Festival:

We were delighted to support the Fringe Arts Festival at the Manor House on the 16th/17th June 2017. It was a huge success and it was wonderful to see so many people enjoying themselves (this was of course helped by the beautiful weather). This event was attended by over 1000 people and the feedback forms indicated that people wanted events like these more often.

We had approximately 3 weeks to help organise this pop-up event so our thanks to all who helped us to achieve this. Rose Bruford and Bird College put on outstanding performances, as did all the other entertainers.



## Valentines Day

On Valentines we worked with local groups for the elderly or vulnerable and provided lunches and afternoon tea using local restaurants.

## From The Fringe 2017

“Lovely event very well organised highly recommended”

“Loads of fun for kids and grow ups alike”

“Great to have this happening in Sidcup”



## Attractive, Well Presented and Looked After Sidcup BID Working Together

# 65

### Hanging Baskets Installed Across Sidcup

In 2017 the hanging baskets were supplied by Sweet P. We were delighted to see the flowers go up, especially as they were provided by a local business. We also placed six flower towers where the pavement was wide enough and repaired and painted tubs outside Lamorbey Baths. These were a beautiful addition to the high street and were well received by businesses and residents alike.



# 200

### Poppies Installed On Lamp Posts

In 2017 we were pleased to have donated to the Royal British Legion to buy poppies. The poppies were installed on the lamp columns around the town. We also made a donation for a wreath that was laid at the Armistice service on Sunday 12th November 2017. The wreath was laid jointly on behalf of Sidcup Partners by Keith Stephenson from White Hat Web Designs and Darrell Reeves from Uden Funeral Directors.



## Christmas Lights

We installed Christmas lights and extended the scheme for the first time to include Station Road.

# Attractive, Well Presented and Looked After

## Sidcup BID Working Together

### Sidcup Community Clean Up

On a very warm October 12th, a community clean-up took place around the length of Station Road.

The rear of the shops and businesses in and around the station area was the focus for the team of volunteers. In preparation, we had walked the area prior to the event to assess the amount of rubbish and fly-tipping and plan the equipment requirements.

However, on the day we collected far in excess of what we had anticipated. Please see the before and after photographs to see for yourselves the amount that was collected.

### Empty Units On The High Streets

We are keen to fill any vacant retail units we have in the town as soon as possible and we are regularly in contact with landlords.

Sometimes it is not possible to influence these matters as quickly as we would like. We made the old Store 21 unit look more presentable by covering the shop front with vinyl supporting the Sidcup BID and Sidcup and Lamorbey History Society.

We would like to thank Sign of the Times for their help with this project.



# Safety: Working Together to Make Sidcup Safer



## Police:

We have worked closely with the police and had a very successful project when a group of youths were identified as being on the brink of entering the criminal justice system.

A course was put together to explain to them the error of their ways.

At the emotional awards ceremony all participants displayed a more positive attitude.



## Radios:

We launched a radio scheme for the BID area so that members can communicate quickly with each other and the police.

The feedback from similar schemes in other towns is that radios deter shoplifting and increase the feeling of safety. We are hoping to have 25 radios in total spread around the town.



## Bike Marking:

Bike marking took place at Sidcup Cycles on Thursday 5th October.

This successful event saw around 200 bikes securely marked and registered; this means, should they be stolen, the police can find the rightful owner.

We will be working closely with the police to continue this programme of bike registration and hope to have some more dates confirmed soon.

# Parking: Sidcup Partners act as advocates for free parking

From several discussions and meetings with the Cabinet Member for Traffic and Transport councillor; Alex Sawyer, regarding the proposal to introduce paid-for parking in Sidcup, three key issues were identified.

**1) Firstly, business on and near Sidcup Hill feel forgotten and that any proposed payment parking could kill off that end of the high street.**

**2) Secondly, concerns were expressed about footfall and viability of the high street if charging were to be introduced.**

**3) Thirdly, the poor and neglected condition of underground car park (Morrisons ) was raised.**

In addition, a number of businesses expressed concern about the level of parking enforcement.

The BID was in regular dialogue with Cllr Sawyer about his final decision. Having heard our concerns loud and clear, Cllr Sawyer has shared with us his proposed recommendations.



**1) It is proposed that parking at Invicta Parade and Market Parade remain FREE.**

**2) To help safeguard footfall in the High Street, Cllr Sawyer is proposing the introduction of a linear payment scheme will be introduced. as follows**

20p for 10 minutes

40p for 20 minutes

60p for 30 minutes

30 minutes plus will be charged at the usual rate.

In other high streets the flat rate of 60p applies. If Cllr Sawyer's recommendations are agreed by the Council, Sidcup will be the the only high street in the Borough with a 20p/40p/60p rate up to 30 minutes.

The BID expressed concerns about the lack of parking enforcement and, again, Cllr Sawyer raised this with local businesses and the local parking warden. We are therefore confident that an additional traffic warden will be deployed in Sidcup and Cllr Sawyer hopes to be in a position to confirm this within a week or so.

**3) There will be a commitment to improve the underground car park including new brighter, tougher LED lighting, and the car park will be cleaned and painted.**

Sidcup Partners are delighted that Councillor Sawyer has taken on our concerns and acted on them, albeit as proposal only at this stage. Cllr Sawyer has offered to come back for a traders meeting and answer any questions you may have, if you wish to attend (date subject to confirmation) please let us know if this is something that interest you and we will arrange a date. It is anticipated that, at the meeting, Cllr Sawyer can give more of an update on timings and the level of investment into the car park.

# Financials

## SIDCUP PARTNERS LIMITED

### Detailed income statement

YEAR ENDED 31 MARCH 2018		2018 £
Turnover		212,556
<b>Cost of sales</b>		
Attractive, well-presented & looked		(37,584)
Marketing, promoting & events		(105,576)
Management & admin *		(45,591)
Service to business		(12,521)
	Total:	(201,272)
Depreciation		(209)
Other charges		(5,707)
		5,368

\* This includes capita collection costs and 1st year setup costs





# Upcoming Events Hold These Dates



## Halloween Fancy Dress

Wednesday 31st October

Fancy dress competition and childrens pumpkin trail. Check out the website, as more details will be added.

## Poppy Trail

We would love to encourage Families to participate in the Family Poppy Trail and find out about the town as it was during the years 1914-18.

The trail created by Lamorbey and Sidcup History Society is available in the library, please collect your trail leaflet. The poppies will be on display from Sunday 4th November. A small gift from the Royal British Legion provided by Sidcup Partners will be given to Children who show their completed forms on Friday 9th and Saturday 10th November in the Library.



# Upcoming Events

## Christmas Saturday

1st December  
noon -18.00

The Christmas event will be held on Sidcup Green (subject to final council permissions).

The Rotary will be supporting the children's free Christmas Grotto and there will be a stage for local artists to perform.

The event will consist of two large marquees joined by a walkway.

One will house a pop-up cinema, showing two classic Christmas films *The Snow Man* and *Elf*. Tickets for the cinema will be available via Eventbrite on our website from **1st October**.

The other marquee will have around 25 Christmassy Stalls, there will also be food stalls and a Bar provided by the Hackney Carriage.





**Sidcup Partners Ltd**

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