

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



**Annual Report**  
**2018/19**

# Welcome From The Sidcup BID Chairman

We are now well into the second year of the five-year BID term. Businesses voted to become a Business Improvement District in a ballot that was held in November 2016 and Sidcup Partners Ltd began trading in April 2017.

I feel it is very important to communicate to all our levy payers, residents, and visitors to Sidcup what we have been doing since we produced the last Annual Report.

Information about our projects can be found in this publication.

Across the country traditional high streets have been under increasing pressure from online sales; the cost of business rates and the availability of affordable and convenient parking. All of these things put pressure on local and national businesses.

However, despite these challenges and the sad loss of some businesses, Sidcup has also seen investment. Sidcup vacancy rates are also still below the national average.

Some businesses that closed like the Tattoo Parlor were quickly replaced, in this instance by Walnuts Café who extended into this vacant unit investing heavily installing an impressive green wall, increasing their trading hours and diversifying the menu. They feel confident in their business and Sidcup as a location.

The vacant unit next to Kappa's in Station Road has been taken by the long awaited and trendy Elephant bar and kitchen serving Sri Lankan food and cocktails. The Station Road Bistro closed but was replaced immediately and refurbished by Appleyard.

The Anglian double-glazing company moved into the high street at ground level with regional offices above accommodating over fifty members of staff.

We also have some major and exciting developments in the pipeline including the new cinema which will be built on the site of the former Blockbusters. Also, the former Lamorbey Baths have been sold and we look forward to the development of this site which has been a blot on the landscape for years. In addition, there are plans to demolish the co-op and develop this location with a new retail space at ground level and flats above.

I believe that Sidcup Partners is an integral part of the community and we have endeavoured to support many local groups alongside our businesses.

I hope you will get an understanding of what we have achieved by reading this publication.

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 2018/19, the second year of our 5-year term, under each objective.**

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## **There are 3 strategic objectives outlined in our BID proposal document:**

- 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.

# **The Sidcup BID Board 2018/19:**

**Cheryl Curr**  
BID Manager

**Sue Petty**  
Board Chairman

**Dominic Price**  
Director

**Jane Sutherland**  
Director

**Mel Kenyon**  
Director

**Lua Jessie Burrows**  
Director

**Steven Sirman**  
Director

**Bill Perera**  
Board Member

**Jason Ingram**  
Board Member

**Jess McCarthy**  
Board Member

**Mark Williams**  
Board Member

**Resigned: Andrew Scanlan, Chris Mattin, Nigel Hill and Keith Stephenson.**

**New appointments will be made at the AGM.**

# Marketing, Promoting and Events

## Online

Visits to our web site and activity on our social media have continued to grow, with visits to the website up from an average of 400 in June 2018 to 1100 in March 2019. Facebook followers have also reached 1044 and our social media posts reached 12,000 on Facebook and 2450 on Twitter which means promotion for our events and projects is able to attract a lot of attention.



## Supporting Local Businesses

We have continued to use local suppliers for example for our insurance and accounting needs and where possible we source locally for all our events.

We have helped businesses with licences for leaflet distribution for marketing purposes.

## Free Bike Marking

We have supported free Bike Security marking at Marlowe House paying for the kits, making Sidcup a safer place to live and encouraging more people to ride their bikes which will help to ensure the air is cleaner by lowering the amount of pollution.



## Plastic Free

We launched Plastic Free Sidcup in order to improve the environment as a whole and to encourage our business owners to reduce their plastic use. As a part of this we handed out free reusable bags and coffee cups to people along the High Street. We were successful in our bid to the Mayor of London in installing a drinking fountain on the High Street, especially useful for refilling plastic bottles and discouraging single use.



# Marketing, Promoting and Events

## Bexley Business Awards

We supported the Bexley Business Awards and saw several Sidcup businesses achieve success. All entrants in addition to the winners had a great opportunity to exploit the media coverage afforded by the awards and underline Sidcup as a great place to do business.



in association with



## Public Engagement

We send out regular monthly e-newsletters to our partners containing updates on BID activity and any changes or developments within the community to ensure that all of our partners are aware of what is going on. We invite any suggestions of help with events or projects and welcome feedback.

We have used vinyl on empty shops to promote events in Station Road and the High Street which enables us to reach a wide demographic of people living in Sidcup and surrounding areas to come to our events. This also tidies up the vacant shops that appear until further refurbishment is done on them and other businesses move in.



## Poppies & Banners

We installed poppies on the lamp columns, extending the scheme to Station Road following better availability of the poppies.

We engaged with the Lamorbey and Sidcup History Society and submitted planning applications for banners to be placed on lamp columns, 10 for Station Road and 10 in the High Street.



# Marketing, Promoting and Events

We entered the Great British High Street Awards, which recognises and celebrates local achievement on the high street and offers support to communities. We got a special mention in the Rising Star Category which shows the further potential that Sidcup has.

We ran successful events for St Valentine's Day, Easter, Halloween and Christmas. Our annual Fringe Event encouraged a large amount of families to come out and enjoy the amazing weather and get to know other people within their community. It was described as "a great weekend to cheer people up and brighten their day".

We supported Lark in the Park by sponsoring the over 60s marquee, using this very popular and well attended event to promote the Town Centre.

We supported a talent show by Rose Bruford College at the New Community Church in Station Road which is another way we work with our large student base.

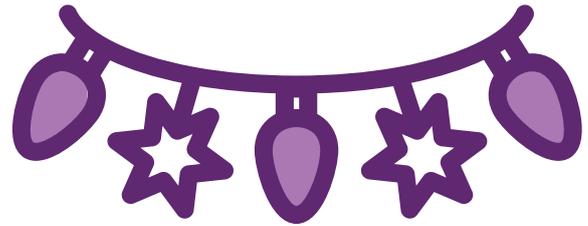




# Attractive, Well Presented and Looked After

## Christmas Lights

We installed Christmas lights and were able to improve the scheme in Station Road from the previous year following the replacement of the old lamp columns.



## London In Bloom Winners

We entered the London in Bloom competition and added more floral displays and barrier baskets around the High Street and Station Road. Businesses like Chez Pascal and Hello Burger have also made use of their forecourts and made beautiful displays.



We won a Bronze award, not just for our attractive flower displays but also for our work with the environment, especially our Clean Up Events.

## Keeping Sidcup Clean & Safe

We have completed several community clean ups focusing on alleyways and problem areas businesses have brought to our attention. This included clearing up fly tipping or other mess on private land that the council are not responsible for but is detrimental to businesses. We had a large amount of support and volunteers for this event and overall it was a great success.

We have worked particularly closely with the police and the council's legal department to tackle an ongoing issue of anti-social behaviour that has affected several businesses in the town this resulted in an injunction being served on an individual and several court appearances.

We meet with the council on a regular basis to discuss environmental issues and cleaning routines in the high street which means that we can monitor and maintain Sidcup to a high standard.

We had input into the council's Town Centre Strategy document.

We have used vinyl to disguise untidy vacant units ensuring that the high street stays clean and tidy and any unused shops or buildings are visually attractive.



# Services to Business

## Training

We provided free First Aid Training which benefitted employers of local businesses and makes Sidcup a safer place in which to live in case of any emergencies.

We have paid for bespoke training for preparation for a senior management role at a local BID levy paying school. We are constantly trying to ensure levy payers see a good return on their investment.

We continued with the radio scheme and provided additional training for users. Now 25 businesses on the High Street have radios and we hold regular meetings with these businesses in order to help them use the radios to the best of their ability and increase town safety.

## Market Research

We completed annual market research with two separate surveys, one for businesses and one for customers. We also included 100 face to face student interviews to get their perspective on how they use the town centre. Analysis of the reports builds up a picture and helps us plan ahead.

## Website & Networking

We offer free website listing on the Directory and can add offers and news items.

We held networking events in partnership with Barclays Bank on various topics including GDPR. These were hosted by the Hackney Carriage and catered for by Chez Pascal. This meant that our local businesses could be advised and benefit from information regarding data protection and their new responsibilities.

## Savings & Parking

For six months we offered via Meercats consultants; savings on utilities and a range of other operating expenditure.

We liaised with the council directly helping several businesses with individual support with planning issues and raising concerns over parking.



# Future plans

We continue to work in partnership with Lamorbey and Sidcup History Society. We want to extend lamp column banners and deliver town signs and help with the Echo project.

We want to work more closely with colleges to exploit potential footfall of students to the town centre and create a discount booklet for new students in September. We also want to encourage more Work Experience placements on offer to students in the town.

We will work closely with the developers when work starts on site at former Blockbusters and will use the hoardings effectively to ensure they look attractive and can be used as a promotional tool.

We will continue to liaise with cinema operators interested having had the opportunity at an early stage to “sell” the town centre to them.

We will continue to attend meetings scheduled with developers at the co-op and the former Lamorbey baths site to stay in contact with the development as it progresses.

We will work with all parties to secure a new site for Post Office.

## Events

Build on success of Fringe event, we have booked a Bright Brick event using Lego as part of this 6th ,7th 8th September.

Potentially move the Christmas event to New Community Church which is nearer to the town centre and means that less infrastructure is required and that the event can be more cost effective.

We will look to secure a road closure in the town centre.

## Aims & Objectives

Try to source a regular market.

Arrange more business networking events so that local business owners in Sidcup have more opportunity to meet with each other.

We are investigating use of the digital Totem display to see if it can generate income for BID.

We would like to improve the walkways on both sides of Station Road under the railway bridge.

We are actively applying for external funding through a range of grants so that we can fund more events within the community as the success from previous events has proven that more are needed in the town.

Working with the council to jointly fund free Wi-Fi for the town centre.



# Financials

## SIDCUP PARTNERS LIMITED

### Detailed income statement

| YEAR ENDED 31 MARCH 2019                  |        | 2019<br>£ |
|---|--------|-----------|
| Turnover                                  |        | 179,449   |
| <b>Cost of sales</b>                      |        |           |
| Attractive, well-presented & looked after |        | (21,775)  |
| Marketing, promoting & events             |        | (75,623)  |
| Management & admin *                      |        | (52,629)  |
| Service to business                       |        | (29,845)  |
|   | Total: | (179,852) |
| Depreciation                              |        | (384)     |
| Other charges                             |        | (3,204)   |
|   |        | 3,991     |

\* This includes Capita collection costs of £15,259





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