



20/21

ANNUAL REPORT

HERE TO HELP
Sidcup thrive.

WELCOME FROM THE SIDCUP BID CHAIRMAN

This is our fourth annual report and it has undoubtedly been a very challenging year for everyone. However, despite the difficulties we have all faced I feel that there have been some positive outcomes from the pandemic.

The community has been brought closer together in many ways, helping and supporting each other. The importance of a vibrant and healthy high street that is easily accessible with a wide range of facilities for the local community has been highlighted.

Things will not go back to how they were and changes are inevitable. Many of our businesses are looking at adapting their business models, changing their opening hours, offering more services and taking advantage of technology with online opportunities. Our high street will naturally evolve and we hope thrive.

Changes have already started and in terms of major investment work has really begun in earnest on the new library and cinema development which we think will be a huge bonus to the town. The long-anticipated work on the former Lamorbey Baths site has also begun.

As financial pressure grows on the Local Authority, Sidcup Partners have an important role to play. I hope you find this report informative and it gives you a sense of the activity we have been involved in.

We are looking forward to the fifth and final year of the current BID term. We are also feeling positive about the prospect of a successful ballot for a second five-year term.

Best wishes,


Sue Petty
BID CHAIRMAN

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 opportunities available to them.

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THE
SIDCUP
BID BOARD
2020/21

SUE PETTY
Chairman

DOMINIC PRICE
Vice Chairman

ANDREW WALKER
Finance Director

JESS MCCARTHY
Director

RICHARD PITT
Director

MEL KENYON
Director

LUA JESSIE BURROWS
Director

JANE SUTHERLAND
Director

JENNY OFFORD
Director

JENNIFER YANDLE
Director

STEVEN SIRMAN
Director

CHERYL CURR
BID Manager

MARTIN PINNELL
Advisor

JASON INGRAM
Resigned

NEW APPOINTMENTS WILL BE MADE AT THE AGM.

This document explains what has been achieved by Sidcup Business Improvement District (BID) trading as Sidcup Partners Limited during 2020/21, the fourth year of our 5-year term, under each objective.

THERE ARE THREE STRATEGIC OBJECTIVES OUTLINED IN OUR BID PROPOSAL DOCUMENT:

- 01/** To ensure Sidcup is attractive, well presented and looked after.
- 02/** 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.
- 03/** To support Sidcup businesses, attract new workers and companies to the area.

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



MARKETING, PROMOTING AND EVENTS



CHRISTMAS

Unfortunately, we had to cancel our planned Christmas event due to Covid-19 restrictions. However, we substituted it with a Covid safe Christmas Nutcracker Trail. The initial competition was launched asking participants to choose a name for each of the ten Nutcrackers. The second part was to find them in businesses and note their location and post or email back the completed form. The trail proved to be very successful with the eventual winner claiming the iPad Mini.

There were lots of Instagram opportunities and we were delighted with the photographs that were shared.

CHRISTMAS LIGHTS

We installed a comprehensive Christmas lights scheme in the high street and Station Road.



POPPIES

We installed poppies on the lamp columns and Ronnie and Mat from the Alma Public House laid a wreath on behalf of all levy payers at the War Memorial.

LOCAL HEROES

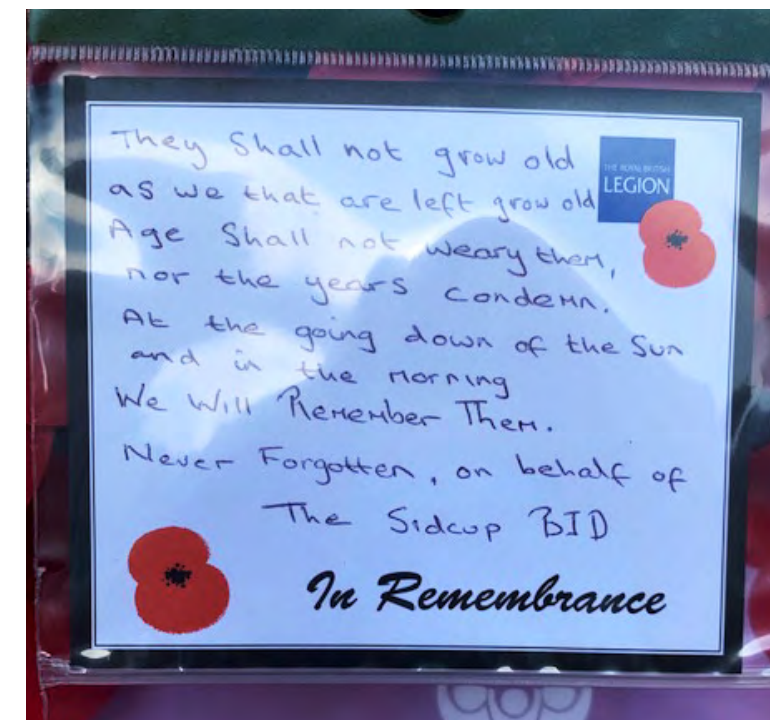
We ran a local hero competition asking the public to vote and it was judged by The Reverend Cathy Knight-Scott of St John The Evangelist Church. Two honourable mentions: Sweet P the Florist and Jason Uden at Uden's Funeral Directors... both nominated because of the help and support they have given – going above and beyond their day jobs.

The runner-up was Davinder Dhaliwal and all her staff at Monkey Puzzle Nursery – supporting parents stuck at home with free ideas and activities and collecting children's pyjamas for the local hospital.

And the winner was... Mohammed Saleh at Aspire Pharmacy. He is cited in several nominations. He had taken time out of hours to help, is friendly and compassionate to everyone, and is open seven days a week.

EASTER EGG TRAIL

We created a trail to get people out and about in Sidcup, and find local businesses featuring our Easter poster (right). The challenge, for kids was to solve a puzzle by scanning QR codes to win a chocolate prize!



LAMP COLUMN BANNERS

We removed and stored a few of the Famous People banners and used new banners to promote the revamped website and our shop local campaign.



MARKET

We have held a monthly producers’ market which is definitely driving footfall on the days when they trade. We are also proud of the environmental credentials the market has. The market operator tries to reduce the carbon miles needed to bring products to be sold by using local businesses. This means less miles for products being transported to depots, warehouses then on to stores. For instance, the butcher’s meat travels less than a mile to the market, the honey is made in New Eltham and the plants stall only sell plants from the UK.

The majority of our traders are using biodegradable bags, or paper bags. Social media is used to encourage people to bring their own bags.

There is a range of eco-friendly products including bamboo toothbrushes, natural deodorants and soy candles, to name a few. The public are more aware of these now and having these products accessible at affordable prices helps reduce waste.

The majority of the containers at the market are made with recycled materials and/or can be recycled or reused (where possible). This includes using glass jars instead of plastic to store bath salts and honey.



WEBSITE

Our Sidcup Partners website has been completely revamped from the ground up, including a refreshed and up to date FREE business directory to help users find the Sidcup business they’re looking for. This re-design also included brand refinement that you can find across all of our print and digital collateral going forward including this annual report!

VIDEO

We commissioned a series of videos promoting shopping safely and the great range of businesses we have in Sidcup. The videos have proved popular and have received lots of views and we will continue to use the videos as a marketing tool.



ETHICALLY SOURCED

All products are ethically sourced and do not use child labour. This includes selling free range eggs and meat as well as using companies that supply ethically mined Pink Himalayan Salt.

HANDMADE ITEMS

Where possible, all the items sold are handmade in the UK.

ATTRACTIVE, WELL PRESENTED AND LOOKED AFTER



Sidcup Partners again installed a floral scheme and displays including barrier baskets, hanging baskets and pots outside businesses. We entered the London in Bloom competition again and improved on our previous score and attained a Silver Gilt award.

The judging is not just about the horticulture but also includes marks for environmental and community work. We have held events that have given children and adults alike the opportunity to create tin can bee houses, jam jar bee and butterfly feeders, recycled fence panel wooden signs, litter picking and graffiti removal are all considered in the marking.

GREEN TRAIL

It is our aspiration to create a green trail around the high street joining up small areas of green space with directional signage and items of interest at strategic points. The recently installed carved bench outside Barclays Bank is an indication of what we are planning and the planting outside the bank will be a link in the green trail.

We continued to work closely with Lamorbey and Sidcup local History Society. We were delighted that they were able to source historical photographs of Sidcup so we could display them on the hoarding around the New Cinema and library development.

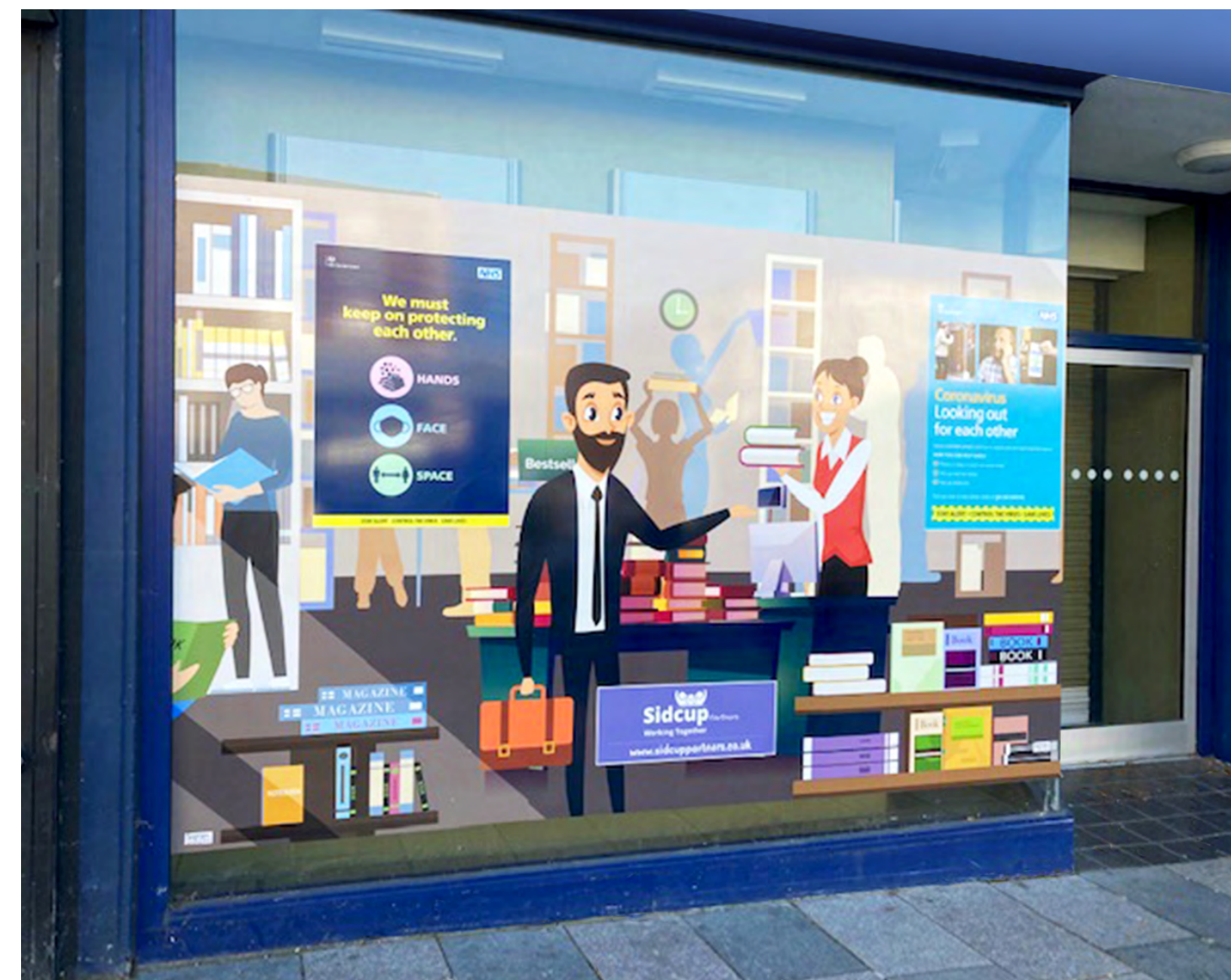
We are also grateful to Erith Demolition for their sponsorship as that helped towards the cost of the project.

We have arranged several community clean-ups. It is still surprising how much waste is fly tipped and general litter gathers in areas not cleaned by the local authority. These clean-ups will be carried out monthly.

During Lockdown we were made aware of a serious vermin outbreak in some of the alleyways off the high street behind closed premises.

We contacted a local pest control specialist and worked closely with environmental health officers from the London Borough of Bexley Council to tackle the problem. The situation has improved dramatically but we will continue with the contract in place for the rest of the year.

The number of vacant premises in the high street has risen slightly during the pandemic. To make these units look more presentable while waiting for new tenants we have installed temporary shop fronts to make them look more attractive.





COVID-19 SAFETY

In response to Covid-19 we contacted businesses that were trading and supplied wall-mounted dispensers for hand sanitiser. We also provided face masks, antibacterial wipes and gloves. Several businesses were also provided with inside signage for social distancing messaging and we installed external signage on the pavements.



PEST CONTROL

During business closures the lack of human activity in the High Street seemed to cause an unusual increase in the vermin population in the alleyways behind the high street. The council no longer deal with this issue but we worked closely with Environmental Health and engaged a local pest control company to bait the areas successfully. The contract has been extended to keep monitoring the problem and to keep it under control.



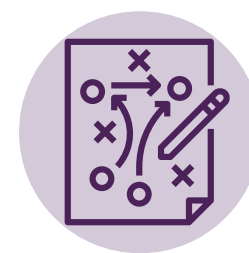
LITTERING

We responded to many incidents of fly tipping on private land not covered by the council. This included collecting a range of items including furniture, oil cans and fridges. We also carried out planned clean up days for general litter picking.



GRAFFITI

We regularly inspect the town and report things such as graffiti in an effort to keep the town looking presentable.



FUNDING

We helped many businesses with grant applications for funding, liaising with the Council to make contact with many that were not aware of what support they could claim.

The information gleaned from this exercise will help us focus on what businesses feel is important to them. It will also help us shape the business plan for the next BID ballot. Christmas lights and the annual floral displays provided by the BID are among the services highly valued.



TRAINING

We offered training to businesses including mental health courses.



COVID-19 RESPONSE

Aspire Pharmacy provided the first Bexley borough community Covid vaccination centre. We supported this by organising parking dispensations and signage. In the early days we approached Waitrose who kindly sponsored water, tea and coffee and the BID chairman Sue Petty has volunteered at the clinic one day a week since November 2020.

FUTURE PLANS



Work towards achieving a successful ballot for a second five year BID term



Work closely with the local authority and the developer of the new library and cinema to gain maximum benefit for the town



Post covid re-establish a range of regular events and activity to bring footfall into the town



Develop the green trail and extend the garden of reflection at St John's Church with the funding from our lottery grant



Build on the success of the current market and encourage new and varied markets



Establish regular networking events for businesses



Look at alternative uses for vacant units



Continue to actively apply for external funding



Keep pace with current environmental issues, such as electric charging points and business recycling

FINANCIALS

COMPANY LIMITED BY GUARANTEE

INCOME STATEMENT Year Ended 31 March 2021

2021

Turnover	£182,613
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COST OF SALES

Attractive, well-presented & looked after	£29,870
Marketing, promoting & events	£36,442
Management & Administration — includes 18K Capita collection costs	£52,275
Service to business	£25,577
BID re-ballot	£8,920

SALES COSTS SUB-TOTAL: £153,084

Depreciation of tangible assets	£208
Other charges	£2,998

REMAINING TOTAL: £26,323



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Sidcup thrive.



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