



21/22

ANNUAL REPORT

HERE TO HELP
Sidcup thrive.

WELCOME FROM THE SIDCUP BID CHAIRMAN

We have just come to the end of our first BID term. The fifth year has been as eventful as the first. There have been many challenges for all of us over the period notably the Covid pandemic.

However, I strongly believe that Sidcup Partners have provided help and support to our levy payers whenever possible. This support has taken many forms. We supplied PPE, safe distance signage and helped with grant applications.

As soon as it was possible, we managed a wide range of events to bring footfall back to the high street including the four weekends leading up to Christmas.

We have tackled fly tipping and pest control.

We have used social media platforms and our web site to promote and market Sidcup and its businesses.

As we embark on our second term, we are optimistic that we will continue to grow the services we offer.

I look forward to working in partnership for a second term.


Sue Petty
BID CHAIRMAN

Sidcup Partners Ltd endeavour to support and respond to issues facing levy payers.

We want to create opportunities for collaboration that will enhance Sidcup to make it Better for Business.

We want to make sure that BID Levy payers can make the most of the opportunities available to them.

CONTENTS

THE BID BOARD.....	4
MARKETING, PROMOTING AND EVENTS. ...	6
ATTRACTIVE, WELL PRESENTED AND LOOKED AFTER.....	12
SERVICES TO BUSINESS.....	14
FINANCIALS	15
FUTURE PLANS	16

THE SIDCUP BID BOARD 2021/22

SUE PETTY

Chairman

DOMINIC PRICE

Vice Chairman

IAIN COOMBS

Finance Director

RICHARD PITT

Director

LUA JESSIE BURROWS

Director

HARRY THIND

Director

JENNY OFFORD

Director

JENNIFER YANDLE

Director

STEVEN SIRMAN

Director

KWABENA MENSA

Director

LIZ TWORT

Director

JESS MCCARTHY

Resigned

MEL KENYON

Resigned

CHERYL CURR

BID Manager

MARTIN PINNELL

Advisor

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 2021/22, the fifth 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

FRINGE FESTIVAL

This year we changed the location of the Fringe to the Glades Lamorbey Park and many of the businesses in Station Road reported increased trading.

The event set beside the beautiful lake included fitness classes, relaxation and meditation sessions. There was also musical entertainment a range of children's activities, stalls and refreshments. The fire brigade brought along a fire engine and many children enjoyed climbing aboard.

In addition we provided a tent to help deliver the covid vaccination roll out.



VOUCHERS

We have run an extended range of events this year following receiving government grants via Bexley Council plus using some of last year's carry over, these included four Saturdays in December including shop local with £5 vouchers given out to spend locally in participating outlets.

SIDCUP MARKET

We are pleased to share that our local producers' market that takes place once a month in Sidcup has been going from strength to strength. We have seen an increase in Sidcup footfall and the market is very well received by the local community. Sidcup Partners supplied tote bags for the event.



SEASONAL EVENTS

We ran St Valentine's, Easter and Halloween events and have worked closely with St John's Parish Church which has provided refreshments and hosted arts and crafts and face painting for the events.



CHRISTMAS EXTRAVAGANZA

We installed an extended Christmas Lights scheme with two large Christmas trees one in Station Road and one on the scaffolding around the new library development.

We had a fun-packed December with our popular Christmas Extravaganza as well as Christmas markets, snow globe, live and street entertainment and a snack with Santa! The Christmas Extravaganza was held at The New Community Church Station Road.

This year's theme was The Gingerbread Man and due to popular demand, our Christmas trail was back and the whole event was a huge success.



POPPIES

As part of the commemoration for Remembrance Sunday we organised the construction of a poppy mosaic. The community came together in Sidcup library to create a lovely piece of art using small coloured bricks. Once completed the mosaic was donated to the Sidcup United Services' Club for them to display.





DINO FUN DAY

Activities on the day included dino crafts, using recycled materials, cave painting, digging for fossils and meeting the dinosaurs. We had a great turn out and the event was very well received.

LOOK FOR A BOOK

We launched a project called Look for a Book where we hid over 700 books for children to find, to encourage reading and exercise.

SIDCUP SPOTLIGHT

We launched a new publication our quarterly magazine Sidcup Spotlight keeping the community updated with the latest news and events in Sidcup! Some 12,000 copies were posted through residents' doors and 3000 were made available in the town centre.



FIVER FEST

We participated in the Fiver Fest which was a very successful initiative with many businesses joining the promotion where businesses offer something that would usually cost more but will be discounted to £5 during a two-week period. We promoted the businesses, their offer and encouraged people to shop locally. Many businesses extended the offer as it was so successful.



UKRAINE

Following the harrowing consequences of the invasion of Ukraine the community united to donate much needed supplies. The BID office drop off point was inundated with a wide range of essential items that were then transported via Poland to help refugees. There was an outpouring of support for Ukrainians with many people donating what they could from a few first aid items to vast amounts of baby nappies and sleeping bags. The volume of items received was extraordinary and illustrated the compassion of the general public.



ATTRACTIVE, WELL PRESENTED AND LOOKED AFTER



WINDOW DISPLAYS

We continued to enhance empty shop fronts with colourful coverings. We gave updates and promoted forthcoming events. QR codes were used to direct the public to the Sidcup Partners' website.

GARDEN OF REFLECTION

We were delighted with the Garden of Reflection at St John's Parish Church. Sidcup Partners were successful in applying to The National Lottery Community Fund to fund the project and received a grant of just over £8,000. The garden will provide a peaceful oasis in the town centre where people of all faiths or none can take time to sit and reflect in a tranquil environment and hopefully enhance people's sense of well-being.

LONDON IN BLOOM AWARDS

We installed floral displays including hanging baskets, barrier troughs and planters. We are pleased to be able to inform you that we were awarded a Silver Gilt in this year's London in Bloom Awards.

PEST CONTROL

We instigated a pest control contract to deal with persistent rat problems.

COMMUNITY CLEAN UPS

We held community clean-ups and collection of fly-tipping on private land behind businesses. We provided all equipment and a health and safety report was completed prior to the clean-up.

We had lots of the community and local businesses attending. There were Art and Craft activities such as butterfly feeders for the children to complete as well as rock painting and the event was very well received with great feedback.

DEFIBRILLATOR

A defibrillator has been placed in Sidcup High Street, located by Mizen's Key Cutting and Shoe Repair Shop. Other locations in Sidcup where defibrillators can be found include Premier Lodge Day Nursery, Waitrose, The New Community Church, Better Gym, the Leisure Centre and Morrison's.



SERVICES TO BUSINESS



ONLINE PROMOTION

We have continued with the free business entries on the website directory. We produced a series of videos to promote businesses. We supported local businesses through social media posts.



TRAINING COURSES

We ran first aid, food safety and hygiene courses and social media training.



DISC SCHEME

We are pleased to announce we have joined the Disc Scheme. Across the UK, Disc for BIDs enables Business Improvement Districts to reduce the impact of, low-level crime and anti-social behaviour on their levy payers' businesses. We worked closely with the police to launch the mobile application to help businesses report and share information on crimes affecting their businesses.



FUNDING AND SUPPORT FOR BUSINESSES

We assisted and provided information and support for available grants during the Covid-19 pandemic and its aftermath.



SAFER NEIGHBOURHOOD

We attend the Safer Neighbourhood Panel meetings to put forward the views of businesses.



APPLICATIONS

We have helped businesses on an individual basis with planning applications and grants.

FINANCIALS

COMPANY LIMITED BY GUARANTEE

INCOME STATEMENT Year Ended 31 March 2022

2022

Turnover	£157,012
Other income: <i>Government grants recognised directly in income</i> <i>Interest on cash and cash equivalents</i>	£72,540

COST OF SALES

Attractive, well-presented & looked after	£36,824
Marketing, promoting & events	£129,766
Management & Administration — <i>includes 18K Capita collection costs</i>	£35,613
Service to business	£11,500
BID re-ballot	£12,904

COSTS SUB-TOTAL: £226,607

Depreciation of tangible assets	£166
(Gain)/loss on disposal of tangible assets	£220

COSTS SUB-TOTAL: £386

Other charges	£3,892
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REMAINING TOTAL: £-1,333*

*The loss shown for 2021-2022 was due to increased spending following cancellation of events during Covid. The company still has sufficient funds in the bank to continue trading going forward.

FUTURE PLANS

We survey businesses annually to identify their priorities to ask what is going well and what needs to be improved. We also use feedback to identify and shape new projects. The market research we regularly carry out has shaped our proposed future plans and if you vote yes will be delivered during our second five-year term under four main headings.

01. CLEANER AND GREENER



02. SAFE AND SECURE



03. MARKETING PROMOTIONS & EVENTS



04. SERVICES TO BUSINESSES



01. CLEANER AND GREENER

Businesses want us to continue with the seasonal floral displays, hanging baskets, barrier baskets and troughs.

WE WILL...

- Extend the displays by adding more troughs outside individual premises.
- Add some pocket parks, small green spaces with seating dotted around the town, to create space to sit, meet friends, or reflect. We will develop the Green Trail to join up spaces around the town in a coordinated way and will produce a map for visitors to plan their route.
- Aim to create a reactive response team who can deal with reported issues within 24 hours. This would cover additional street cleaning, pest control, removing fly tipping and repairing acts of low-level vandalism to keep the town looking presentable at all times.
- Always be conscious of the impact we have on our environment. Any of the activities we run we will aim to help reduce our carbon foot print. We will shop local and use recycled products where we can.
- Continue to encourage the elimination of single use plastic.
- Work with the Council to improve air quality by pursuing installation of public electric charging points for vehicles.
- Help businesses with creating sustainability plans.

02. SAFE AND SECURE

WE WILL...

- Exploit the recently launched DISC scheme to help prevent shop lifting and give added confidence to businesses so they can communicate quickly and efficiently with each other.
- Provide training on fraud prevention and cyber security.

03. MARKETING PROMOTIONS & EVENTS

Businesses highlighted the importance of promoting themselves and the town as a whole.

WE WILL...

- Encourage businesses to develop their business profiles on social media and add links to the Sidcup Partners online directory so they can promote offers, opening hours and new services.
- Continue to provide Christmas lights and use lamp columns for promotional banners.
- Working with Lamorbey & Sidcup Local History Society to install town signs and murals in appropriate locations around the town.
- Further develop regular and visiting markets as they have proved to increase footfall.
- Continue to arrange regular events such as the annual Fringe event.
- Work closely with landlords to utilise vacant space in imaginative ways.

04. SERVICES TO BUSINESSES

WE WILL...

- Continue to offer sponsored training courses to businesses and source more bespoke training to meet the needs of levy payers.
- Procure services from local suppliers where possible and use recycled materials where we can.
- Support business networking. There will be a regular feature calendar, encouraging businesses to share ideas and work more closely for mutual benefit.
- Produce a guide to cafés restaurants and bars and support the evening economy by having evening entertainment and events.
- Look at repurposing spaces created by vacant businesses.
- Work with restaurants to help them in reducing food waste.

HERE TO HELP
Sidcup thrive.



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