

Wood Green BID Business Plan

2023 – 2028



A plan for supporting local
business for the next five years

Led by Businesses –
Delivered by Wood Green BID



Welcome



The month-long postal ballot will start end of January 2023 and voting closes on Thursday 23 February.

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Since 2018, Wood Green Business Improvement District (BID) has worked with key stakeholders to deliver a range of business-led projects, to tackle antisocial behaviour and crime towards businesses. These projects serve to champion the area, providing a more welcoming environment for customers whilst supporting local business.

We have made good progress and are ready to take our work to the next level. The programmes set out in this proposal require your support to ensure businesses can continue to play an active role in Wood Green town centre.

Wood Green is a bustling metropolitan centre. Whilst we face several challenges, we also have a solid community of businesses, robust footfall figures and low commercial vacancy rates. With its large provision of retail, hospitality and other services, plus excellent transport links, Wood Green has plenty of strengths.

Now is the time to act to ensure Wood Green businesses can continue working together to tackle issues facing the area, plus take advantage of opportunities.

Like all high streets, Wood Green has faced challenging times. The pandemic initiated a period of transition and with this comes opportunity. The importance of community and value of public spaces are more prominent than ever before. Wood Green has the potential to build a strong identity, improve our town centre and better serve both residents and visitors. We need your YES vote to continue this important work.

Voting in the BID Ballot is your opportunity to support our work in Wood Green, delivering plans set out by the business community. Your 'Yes Vote' is vital to help Wood Green continue to get the investment it needs, supporting businesses and the area to create a safer, cleaner, more vibrant destination for visitors, shoppers and local people.

Your 'Yes Vote' allows the continuation of projects including BID Street Rangers, Christmas lights, events and activities, the town centre radio scheme and the 'Enjoy Wood Green' promotional activity.



Ginal Patel
Interim Chair, Wood Green BID



#Yes4WGBid

Looking back

Key Milestones 2018–2022

The BID was formed in 2018 after a successful YES vote by local businesses. Since then around £1 million has been invested into projects and activities in the town centre. The team have leveraged additional funding mounting to nearly £300,000, much of this in partnership with Haringey Council.

Below are some key BID achievements, made possible by the investment from town centre businesses and the additional funding we've been able to secure.

Business and Investment

- The BID created a new business focus group, "N22 Network", which has held over 20 networking events and 15 workshops.
- During the pandemic, the BID supported over 140 businesses with a range of services including crowd management, provision of signage and support to apply for grants.
- The BID commissioned "Wood Green Vision". This involved surveys with a range of businesses, residents and visitors to gather people's views on the town centre and what they want to see in the future.

Events and Marketing

- The BID created the "Enjoy Wood Green" brand – a website that lists Town Centre businesses, ongoing events, activities, jobs and additional useful information. Promoted through an active social media channel, Enjoy Wood Green attracts approx. 1,000 page visits per week.
- The BID invested in new Christmas Lights for the whole town. Our annual events programme includes Christmas and Easter treasure hunts, face painting and street entertainment. The BID installed flags and bunting in Wood Green to celebrate the Queen's Jubilee.
- The BID has created two new purpose events for the Community. In 2019, Haringey Pride was formed to support members and Allies of the LGBTQ+ community. This celebration is growing each year. We created the Wood Green Fun Day in partnership with College Arts – a day of community entertainment and activities. Events take place at Ducketts Common and are free to attend.



Sam Davidson
General Manager at The Mall, Wood Green

As a stakeholder in Wood Green Town Centre, we have seen great benefit from the initiatives introduced by Wood Green BID. In particular, partnering to tackle crime and antisocial behaviour enables us to have an input and help improve the area for all businesses and

- **their customers.**

Place and Connectivity

- The BID won a grant from GLA to regenerate the area in front of the library with new seating and planting, now maintained by the BID with the help of volunteers.
- Working with The Mall shopping centre we were able to enhance the alley beside the library, replacing the fence to create a safer and more welcoming walking route.
- In partnership with the Council, the BID has won over £200,000 for 'Eat Wood Green', a two-year food growing and education project, utilising an underused car park to create a new community space.
- The BID worked with Transport for London to update and enhance wayfinding from underground stations in Wood Green and Turnpike Lane.
- The BID is currently installing hanging baskets to improve the look of the town centre.

Safe and Secure

- Since 2018, the BID has invested over £500,000 in safety initiatives for the town centre.
- In 2018 in partnership with the police, we launched our Street Ranger service which supports businesses in tackling shoplifters, pickpockets and anti-social behaviour. Since the service was introduced, over 1,500 incidents have been attended to. Approximately £60,000 of stolen goods have been returned, and several repeat criminal offenders have been convicted. A number of missing people have been safely found and returned to their families and several suicide attempts have been prevented.
- The BID created the Business Crime Reduction Partnership with the Council and police. The partnership meets regularly to discuss ongoing issues.
- A new town centre radio scheme was introduced in 2019. The scheme has grown to over 100 active radios throughout the town centre.
- Intelligence reporting software was introduced to report incidences of crime or anti-social behaviour to the police and Council.

Place your vote



In January 2023, businesses in the BID area with a rateable value exceeding £15,000 will receive information about the ballot and a voting form.

You will have 28 days to cast your postal vote, which **closes at 5pm on Thursday 23 February**. You can either post your vote using the envelope provided to the address shown, or drop it off in a ballot box located at the reception of the Council's offices at Alexandra House on Station Road.

Wood Green BID dates of Ballot.

January 2023
Notice of Ballot

End of January
Ballot Begins

Thursday 23rd Feb 5.00pm
Last Day of Ballot

30th June 2023
Last day of Current BID Term

1st July 2023
First Day of new BID Term

Your vision. Our plan.

Wood Green delivers projects and activities which you, the businesses, have told us are your main concerns. Much of our work is based on the following four themes:



Business and Investment

Supporting local businesses and attracting investment to Wood Green.



Events and Marketing

Promoting the town centre and its businesses through a programme of seasonal festivals and events and through the website and social media channels.



Place and Connectivity

Improving spaces, seating and greening within the town centre, whilst updating wayfinding for visitors and improving the environment.



Safe and Secure

Helping tackle crime and antisocial behaviour through the street rangers, radio scheme and business crime reduction partnership.

Business and Investment

To connect and support businesses throughout the town centre and uncover investment to help Wood Green grow. Building on work the BID has already started, we are keen to expand projects to support local businesses.



Summer networking event

Your top three asks:



Recruitment

To support businesses with specialists who can help train and connect those looking for work with businesses looking to employ them.



Procurement and Cost Savings

To support businesses in procuring lower-cost services such as recycling, commercial waste collections and utilities.



Connect

To create a strategy connecting different sectors and attracting partners to invest in the town centre.

Delivery for 2023 – 2028

N22 Network

To build upon the work we already provide connecting businesses by sector, including retail, professional and hospitality, enabling networking and sharing best practices. To provide further support such as shop-front grants, workshops and specialist support.

Work Wood Green

A new partnership to support local people by connecting them with businesses that are looking to employ them. The BID will bring together specialists who can work with employers and candidates to support them in being job-ready.

Invest Wood Green

To create a new focus with partners for investors, landowners and freeholders to look at regeneration and investment into Wood Green to support both current and new businesses. To create a promotional brochure and host an event to promote Wood Green town centre as a place to invest.

Wood Green Cost Savings

To explore the feasibility of sourcing an environmentally sustainable solution for commercial waste collections. This will build on work already undertaken to help businesses save costs on their core business expenses.

Events and Marketing

To build upon the existing Enjoy Wood Green campaign and yearly festivals, we will introduce a new event to promote the Turnpike Lane area. To use online and physical marketing to promote events and the area as a destination.



Celebrating Christmas 2020

Your top three asks:



Identity

To create an identity that supports Wood Green town centre, as well as supporting Turnpike Lane to create a new identity for the street and its businesses.



Events

To have events that promote Wood Green to celebrate festivals and the area.



Marketing

To promote Wood Green as a destination where people want to live, shop, work and play.

Delivery for 2023 – 2028

Enjoy Wood Green

To build upon existing work promoting the town centre businesses, events and jobs through the Enjoy Wood Green website and social media platforms.

Destination Turnpike Lane

To support Turnpike Lane businesses create an identity as a destination. This can be built upon to attract investment into, and support business in, the area.

Festive Events

To further invest in lighting schemes for the Christmas period and to look at other festive opportunities to support the area. Annual programme of events to celebrate the area, including creating a new event to celebrate Turnpike Lane.

Marketing Wood Green

To use a variety of advertising methods to promote the town centre, including newspapers, public transport and other outlets to promote Wood Green as a destination to live, work and enjoy.

People and Connectivity

To build upon the work we have already delivered in the public realm. This includes better signage throughout the town centre. To create a cleaner and better visitor experience which includes new seating, greening and attracting consistent footfall statistics, which we will continue to track and report.



Volunteers helping on the new Library Garden

Your top three asks:



Clean

To work with partners to create a cleaner environment throughout the town centre.



Space

To create spaces for visitors to sit and enjoy.



Wayfinding

To produce signage to help people navigate the town centre.

Delivery for 2023 – 2028

Town Centre Footfall

The BID will continue to collect footfall data for the town centre with an additional counter added for Turnpike Lane. Monthly footfall reports are published on our website at: woodgreenbid.co.uk/themes/place-and-connectivity/wood-green-footfall-reports

Greener Spaces

Following feedback from businesses and through the town centre vision work, we were asked to create better public spaces in the town centre. Suggestions include additional seating and greening.

Wayfinding

We will work with partners to create better signage to connect the town centre, The Mall Shopping Centre, Turnpike Lane and other key areas of interest to navigate visitors throughout.

Cleaner

To work with key partners and stakeholders to provide a cleaner environment throughout the town centre. This includes street cleansing, de-cluttering and environmental improvements, making the town centre a place where people want to spend time.

Safe and Secure

To build upon the work we have already achieved through the Wood Green Business Crime Reduction Partnership (BCRP). This includes monthly Pub and Shop Watch meetings, the BID Street Rangers and town centre radio scheme, to support businesses in reporting crime and antisocial behaviour. Work with partners to make Wood Green a safe place to visit, work and live.



Joint Patrol with Street Rangers and Police

Your top three asks:



Safer Support

To enhance the BID Ranger role to support all businesses.



Safer Place

To work with partners to make the town centre a safer place to work.



Wood Green BCRP

Working in partnership with the Police and Council, the BID manages the Business Crime Reduction Partnership.

Delivery for 2023 – 2028

Business Crime Reduction Partnership

The BID will continue to fund and manage the BCRP, supported by local police and Haringey Council.

BID Street Rangers

Following on from the work achieved to date, the BID Street Rangers will support member businesses with backup assistance for those experiencing low-level crime and antisocial behaviour such as shoplifting or pickpocketing.

Civil Recovery

The BID will assess the feasibility to work with partners to support businesses in carrying out civil recovery.

Town Centre radio scheme

The BID will continue funding up to 150 radios for businesses that are BID levy Payers. Currently, the radio scheme has around 100 users, becoming a major method for businesses to report issues and concerns with other businesses, the police and partners.

Intelligence reporting

The BID will continue providing the intelligence reporting platform which links with the police and enforcement to ensure antisocial behaviour and crimes are reported and that evidence can be used to protect businesses.

Training and Workshops

Following feedback from businesses, we will put together workshops and training sessions led by specialists to cover areas which businesses have requested, including personal safety, counterterrorism, business safety and fraud.

Being part of Wood Green BID

What area does the BID Cover

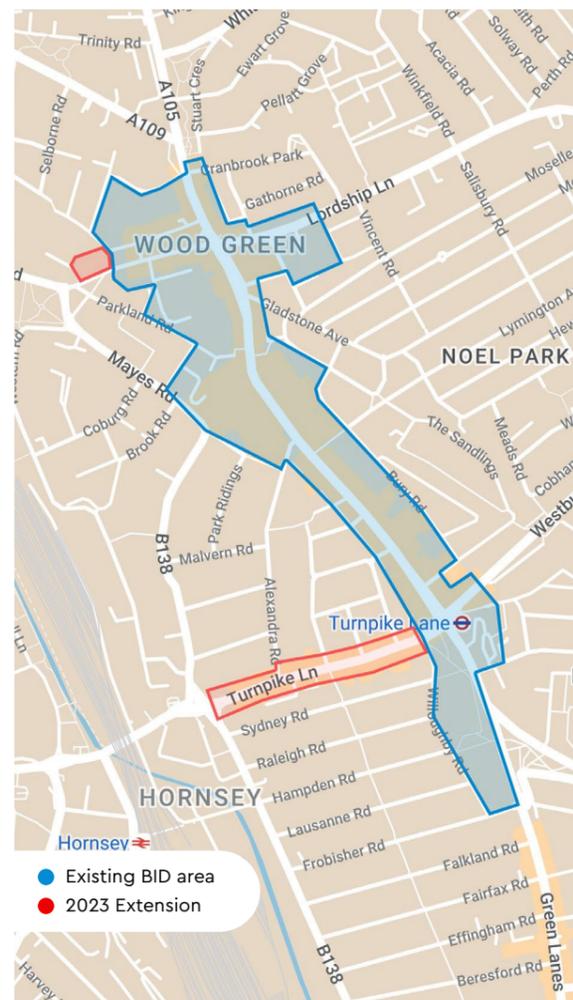
The Wood Green BID stretches from Wood Green Underground Station at the North end to Duckett's Common at the southern end, encompassing Wood Green Shopping Centre in between. It is proposed that Turnpike Lane be included in the new term so those businesses can also benefit from BID projects and services.

Which businesses will be members

All businesses within the defined area with a rateable value of £15,000 and above will be eligible to vote in a ballot, closing February 2023, to secure a new term for the Wood Green BID for five years from July 2023. Wood Green BID will work with local businesses and other key stakeholders to deliver a programme that responds to the priorities of the area. In 2028, businesses will have the opportunity to vote to secure a third five-year term.

What financial contribution will members make?

All businesses in the defined area with a rateable value on their premises of £15,000 and above will contribute an annual levy which is calculated at 1.25% of their RV. Registered charities (except charity shops) will receive 80% relief on their levy payments. Businesses with units within the shopping centre that do not face Wood Green High Road will receive a 50% reduction on their levy payments. Over the next five years, Wood Green BID will secure at least £1.6 million of investment into the local area through the levy. It will act as a catalyst for further investment by leveraging extra funding through partnerships and grants, furthering the impact of the levy.

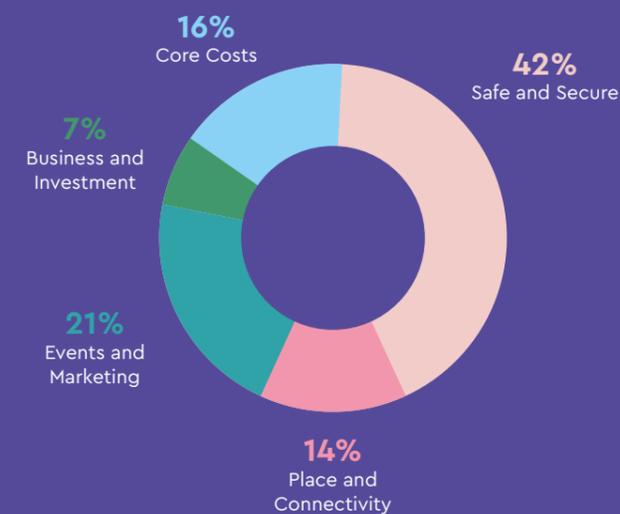


How your contribution will be invested

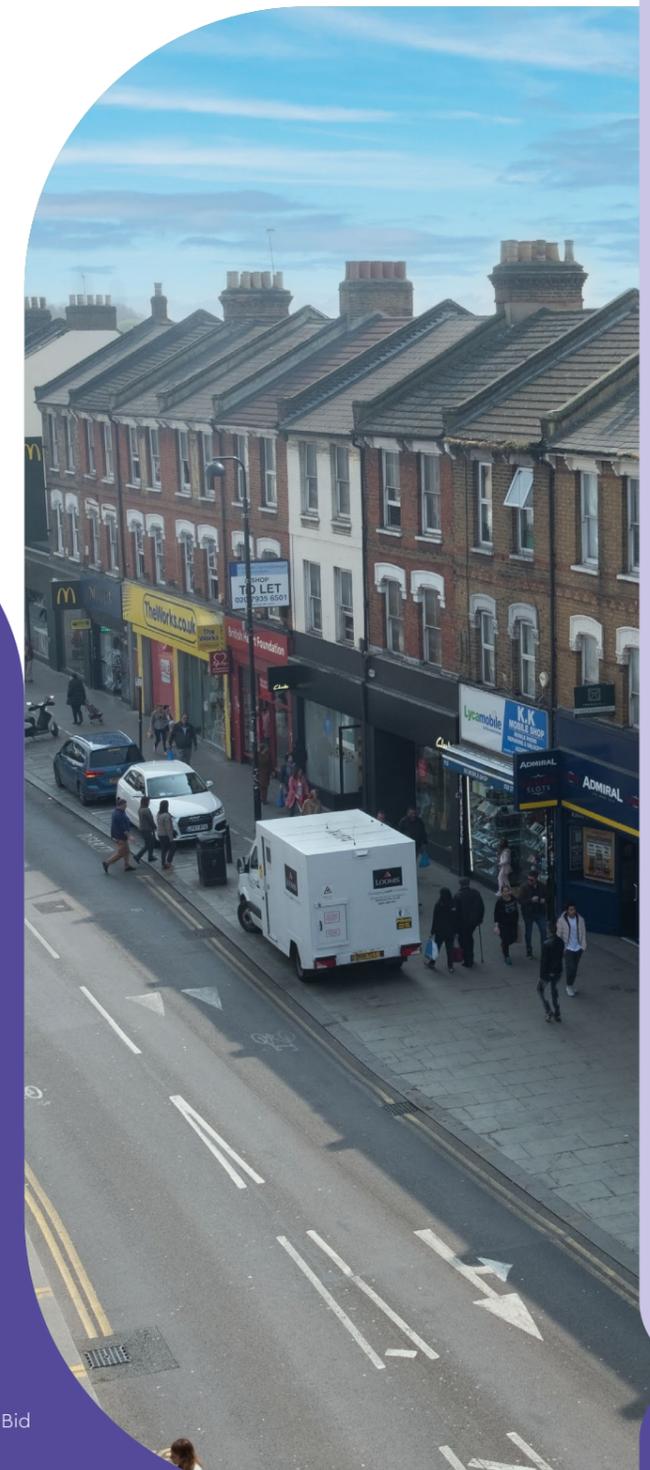
The Wood Green BID business plan is developed in conjunction with local businesses.

Representatives from businesses will be invited to join steering groups to set the strategic priorities, to ensure our programme is transparently co-designed with the local community. All levy income will be invested into the defined geographical area. Wood Green BID will supplement levy payments by identifying and generating extra income through external funding opportunities and partnerships.

Budget Split



Please note, these allocations are indicative of current priorities but a degree of flexibility is required to ensure we can respond to challenges and opportunities as required across the five-year term.



Frequently Asked Questions

What is a Business Improvement District (BID)?

Business Improvement Districts are not-for-profit partnerships in which local businesses have chosen to invest together to improve the environment of their local area. There are now around 70 in London and over 350 across the UK. A BID is established through a democratic ballot process in which businesses in the defined geographic area vote in response to a proposal. All services provided by a BID are additional to those delivered by the statutory authorities.

If a ballot is successful, it is then managed and operated by a BID Company – a non-profit business run by and for its members – and is funded through the BID levy, which is a small percentage of a business' rateable value.

How does the BID ballot work?

A BID can only be established after a successful ballot vote of eligible businesses. In January 2023 all eligible businesses within the BID boundary, with a rateable value of £15,000 and above, will receive a ballot paper in the post. Ballot papers must be returned within a month, by Thursday 23 February 2023.

The ballot must pass on two counts: a simple majority of those voting must be in favour and their votes must represent more than 50% of the total rateable value of the properties that vote. The BID ballot is administered by the Council Returning Officer and their electoral services staff. It is arranged in line with rules set out in the BID regulations (2004) as approved by Parliament.

How will Wood Green BID be funded? And where is it spent?

Businesses with a rateable value of £15,000 and above within the BID boundary contribute 1.25% of this amount through an annual levy.

Over the next five years, this will see at least £1.6 million invested into Wood Green Town Centre and its environs. This income will be bolstered by additional funding secured by the BID through partnerships and grants, which helps make the levy go further.

To ensure that the services the BID provides are additional to what's already delivered by the council, the BID has a Baseline Agreement with Haringey Council which details the services they currently deliver. A breakdown of spending can be seen in this proposal.

Registered charities will receive an 80% reduction on their levy payments. A cap of £50k has been applied so that no one business will contribute more than this.

How is the BID levy collected?

The BID levy is collected on an annual basis. BIDs commission the local authority to collect the levy on their behalf as a separate bill. The levy is amended on an annual basis in line with inflation.

How is the BID governed?

A board of directors who represent a cross-section of businesses will be established and convened regularly. Thematic groups will be formed, inviting businesses to come together and share ideas and help frame programming for the years ahead. Responsibility for assigned budgets will be delegated to these groups to allocate where spend is most beneficial.

How long does the BID last?

The BID will run for a five-year term until 2028. BID legislation requires all BIDs to return to their electorate for renewal every five years. The more established BIDs in London are in their fourth term.



Spouters Corner after Pavement deep clean

What happens if the BID does not renew?

If the BID does not receive your support to continue the projects and developments it has already invested in, the BID will complete its current period and phase out all of its activities. Below is a short list of projects and areas which will disappear from Wood Green without the BID in place:

Safe and Secure

The BCRP will cease with immediate effect. This will result in the loss of the BID Street Rangers, the town centre radio scheme and the online intelligence scheme.

Events and Marketing

Wood Green will lose the Enjoy Wood Green website, social media platforms and any other material the BID has already produced to promote the town centre. The Community Fun Day and Christmas lights investments will cease.

Place and Connectivity

The funding towards the street cleaning will stop as well as the maintenance of the Library frontage and planting. Footfall reporting for the town centre which is currently funded by the BID will also cease.

Business and Investment

The support for cost savings, the N22 Network activities and events will all cease.

To see further documents relating to the BID arrangements and activities the BID already provides, please visit woodgreenbid.co.uk.

What happens next?

Key dates for your diary

The Wood Green BID team will reach out to businesses in January to tell them more about the plans for the next five years.

All ballot communication is issued via Haringey Council. You should have already received a letter to confirm who is eligible to vote at your premises (usually the ratepayer). If you haven't received this, there is still time to nominate a voting representative.

January 2023

Notice of ballot. You'll receive information about the upcoming ballot and the Wood Green BID Proposal.

End of January

Please look out for your ballot paper in the mail during January. All votes must be delivered either by hand to the ballot box located at the reception at Alexandra House, Station Road, Wood Green or by post. The legislation does not allow for votes to be made via e-mail.

17:00 Thursday 23 February 2023

Ballot closes. Make sure you have posted your vote before then!

Friday 24 February 2023

Result announced.

July 2023

The BID begins its new term if a majority yes vote is achieved.

woodgreenbid.co.uk

If you have any questions or would like to arrange a meeting, please contact paul@woodgreenbid.co.uk. The Proposal and other related documents can be found online at woodgreenbid.co.uk.

