



BID Levy Billing 2013



“Our BID is called ‘Orpington 1st’ and is entirely owned, led and funded by you, the businesses in the town centre. Its sole purpose will be to improve the quality of our town and to bring more people to it.”

Martin Price - Chair, Orpington 1st BID, Walnuts Shopping Centre Manager



What is Orpington 1st?

Orpington 1st is a not-for-profit organisation owned and led by local employers. It seeks to improve Orpington as an area to work, visit and live.

As a Business Improvement District (BID), Orpington 1st is financed through a mandatory levy paid by approximately 350 businesses in accordance with the Business Improvement Districts (England) Regulations 2004. The BID is elected for a five-year term, after which another ballot will be necessary for it to continue. The levy is 1.5% of the rateable value of all the eligible rateable properties in the Orpington 1st BID area. It is payable in two annual instalments.

Orpington 1st was approved by ballot on Thursday 21st February 2013, with an official start date of April 1st 2013. The total number of votes cast in the ballot was 164, representing a turnout of 48% by number and 60% by aggregate rateable value. 54% voted in favour by number.

The BID has been incorporated as a company limited by guarantee. It will be led by a board drawn from levy paying businesses. It is expected that Orpington 1st will invest upwards of £1.25m into the area over the next five years.

Our programme

You can read Orpington 1st's full programme at orpington1st.co.uk.

1st for customers will focus on increasing promotional activity. Projects will include an exciting website that will provide customers with easy access to information about the retail, food and leisure activities on offer. There will be new investment in Orpington's loyalty card scheme which incentivizes shoppers to buy local, and an exciting programme of events to draw people into the town. Orpington 1st will also run a campaign to attract new businesses to the area, hosting investor programmes to promote opportunity sites and vacant units in the town centre.

1st for look and feel will concentrate on improving the physical quality of the town centre. Measures will be introduced to tackle the problem of vacant units, ranging from rejuvenating unused spaces with pop-up shops to decorating empty units with attractive shop-front vinyls. Orpington 1st will work closely with the police and other partners to enhance security with projects such as ShopSafe radio. The BID will also work with the Council, landlords and other stakeholders to develop a comprehensive plan for the town centre.



1st for access will develop a programme to improve shopper and visitor access to the town centre. Car-park signage will be improved and changes to current parking regulations will be investigated. Orpington 1st will also promote sustainable travel options and improve the awareness and accessibility of cycling and walking. The BID will review the current toilet provision, working with key partners to ensure facilities are clean, safe and accessible to those who want to use them.

1st for business will deliver savings on BID members' key business costs. Business profitability will be increased through collective purchasing of waste management and trade recycling, and bulk purchasing of items such as utilities and stationery. There will be regular networking events to encourage local partnering and procurement. Members will also have the opportunity to engage with the local college to develop apprenticeship programmes for their businesses.

Measuring our success

 Each of Orpington's four themes will be run by a theme group of member businesses, meeting every six weeks. Each theme group will have a budget and an annual business plan. In addition each group will have a series of Key Performance Indicators (KPIs) that will be monitored rigorously by both the theme group and the Board. The KPIs are both external (e.g. crime rate) and internal (e.g. footfall counts at key locations).

 The BID will commission a comprehensive qualitative survey at least once every two years that will be conducted by an external party such as IPSOS Mori. The survey will include interviews with key decision makers in member organisations to assess their perception of the BID's activities. The BID will conduct a comprehensive attitudinal survey of employees in member businesses.

 Ultimately, all BID member will make their own judgement on the success of the BID through their vote in the five-yearly renewal ballots.



How you can be involved

Orpington 1st is actively seeking committed Board members. If you are interested in sitting on the BID board or any of the theme groups please get in touch. Check out orpington1st.co.uk for more general information and the meeting dates of the four theme groups.

If you would like to speak with a member of the Orpington 1st team, to find out more about the programme or to share your ideas, please do not hesitate to get in contact.

Events

The first Annual General meeting will take place at 6pm on the 11th of September at the Orpington campus of Bromley College.

At this event the current Board will stand down and a formal vote will take place to elect the future board. You will receive a separate invitation to this nearer the time.

Contact us

If you have any questions about the BID please get in touch.

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www.orpington1st.co.uk

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“Working together will enable collective savings and efficiencies for our businesses, and a BID will allow us to have one united voice, advocating on our behalf to make sure we are all represented to our best advantage.”

Martin Price - Chair, Orpington 1st BID,
Walnuts Shopping Centre Manager