

Business Plan

2023 - 2028



1620–1725

Epsom's Spa Town status attracted rich and famous visitors from all over Europe. Samuel Pepys, Nell Gwynn and Daniel Defoe were regular visitors





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Introduction

Epsom Business Improvement District Ltd, better known as Go Epsom has achieved a lot in its first term, delivering footfall and vibrancy in the BID area via events, art installations, environmental improvements and promotion. Groundwork has been done tackling issues to do with safety and security and attracting inward investment into Epsom.

There is no doubt that the past 3 years have been challenging with whole swathes of the UK's economy literally closed down. It's also clear that the next couple of years will be equally tough but Epsom will be undergoing transformative change in the next 3 years via successful government funding bids that have been supported by the BID. Epsom & Ewell has been granted a sum of £1 million under the Shared Prosperity Fund and a successful bid for Home Office funding to replace Epsom's CCTV will be a cornerstone of the BIDs work on Safety and Security.

The UCA will be expanding the Epsom campus with more students and a whole fashion and textiles faculty being based here. The town's footfall is nearly back to pre Covid levels and with expansion and investment, Epsom's future looks bright!

Awaiting picture

Having an effective BID, working to represent and support local businesses, focusing on vitality and vibrancy can only be a positive thing. Take a moment to see what the BID has managed to deliver even with a pandemic, numerous stoppages and lockdowns. An ambitious drive forwards for the next 5 years will be fantastic news for the town and the business community.



About BIDs

A Business Improvement District (BID) is a 100% business-led and business-managed body formed specifically to make agreed improvements to a defined commercial area - in this case Epsom.

Local businesses within the area choose the improvements and initiatives they want to see introduced to boost their trading environment and benefit their business sector. Businesses then vote on the proposal and pending a successful ballot, the initiatives go ahead managed by a Board of local businesses. Quite simply, a BID is a 5-year business plan for Epsom that has been written for and by local businesses.

Since the legislation was introduced in 2003 there are more than 325 established BIDs in towns, cities and business parks across the UK. BIDs work, it's a sign of their value that more than 95% of BIDs are re-elected after their first 5-year term. You now have the opportunity to say yes to another 5 year term for Go Epsom.



Epsom BID OVERVIEW

Epsom Business Improvement District (BID) has brought 350+ local businesses together to form a business partnership.

For the past 5 years, we have working on initiatives to strengthen the town's appeal and create reasons for more people to visit Epsom time and again.

A further 5 year term for the BID will deliver £1.5 million+ of additional investment in Epsom and allow the BID to deliver high quality and visible improvements to Epsom's town centre.

Your opinions shape the way Go Epsom works

Go Epsom exists to benefit and support the local business community, we deliver the priorities you set us.

Your views have been critical in helping us plan the next steps.



To create a 5 year plan, we established your priorities by;

- One-to-one meetings with businesses and stakeholders, ensuring your opinions are heard.
- Visits to local businesses to discuss local issues and projects.
- Hand delivering 'Have Your Say' surveys to all businesses.
- Sending survey links out in our Headlines newsletter.



PROMOTING Epsom



Our social media reach is huge! We promote your business.

Promoting Epsom, attracting visitors and footfall was a key priority for the BID in its first 5 year term and we want to continue to promote the town, attracting new and regular visitors.

The story so far...



Safe shopping, social distancing and hygiene messaging was prominent, widespread and ongoing throughout every wave of the Covid pandemic.

Go Epsom hand delivered materials to every business. Having cohesive, identical messaging in many businesses help to get the message across. Our footfall held up and bounced back quickly.



Go Epsom promotes independent businesses, not just on Social Media channels, we promote and add value with branded bags and postcard giveaways.

As Covid receded, Go Epsom promoted Epsom as the perfect destination for remote business hubs, and businesses looking for a new home outside London. An eye catching advertising campaign and digital campaign ran in national press and was backed up by a themed website and email marketing campaign.



Ongoing, eye catching promotions of events in Epsom in Surrey lifestyle magazines.



Go Epsom has been busy promoting Epsom as a destination, not just locally but further afield. 15,000 eating out and What's on Guides are now distributed across Surrey and South West London every 3 months. They are available in hotels, libraries, transport hubs and coffee shops.



To drive footfall in quieter months, Go Epsom started celebrating Heritage Open Days in September. The Vintage Mobile Cinema, vintage buses and well promoted attractions attracted lots of visitors.



Go Epsom worked with a Surrey Artist to create a stunning map for visitors to the town. These are available at Epsom Station, more than 10,000 have been picked up and distributed.

Go Epsom sponsored a special Epsom category in Time & Leisure Magazine's Food & Culture awards – our amazing businesses gained valuable exposure to a new audience.

Go Epsom invests in Visit Surrey to encourage out of area visitors – we encourage local businesses to promote themselves on www.visitsurrey.com

Easter Bunnies, hat making, Halloween and Christmas – Go Epsom holds regular free of charge arts and crafts days in the atrium of Epsom Library. They draw children, their families and footfall into Epsom.



Seasonal events such as Easter and Christmas attract visitors. Go Epsom has arranged trails for Easter, the Jubilee, Halloween and Christmas – encouraging families and children to explore Epsom.



EVENTS, ARTS and CULTURE

Events were a key priority for the BID's first 5 year term, Covid understandably put a temporary stop to proceedings but your BID has stepped up since then, attracting visitors into the town centre.

The BID organised and managed this years Platinum Jubilee Family festival, attracting thousands of visitors and driving Epsom's footfall up by 55%.



Go Epsom invests in high quality entertainment and attractions, whether it's bringing the totally unique Vintage Mobile Cinema and Vintage Buses through to amazing still walkers and puppetry elephants.



Throughout lockdown, Go Epsom established Music in the Marketplace as a Covid safe activity to bring smiles to the faces of shoppers.



This summer for the first time, Go Epsom has organised and managed Family Fridays – maintaining and driving footfall upwards in what is usually a quiet month.

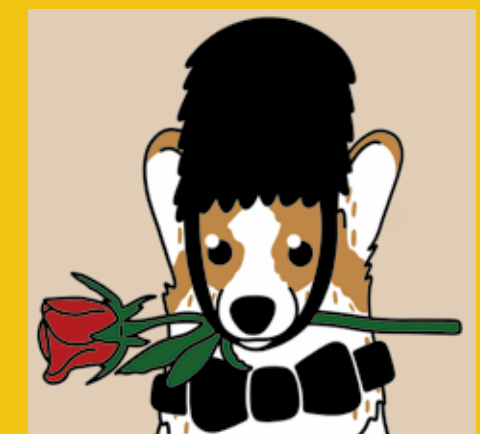
Permanent artwork installations in Epsom Station have been given rave reviews by all that have seen them, Go Epsom commissioned them and has distributed limited edition postcard sets to local businesses for their customers.



A stunning new and unique wildflower meadow mural has been finished outside T K Maxx, transforming a blank space.



Go Epsom has partnered up with the University for the Creative Arts to create fantastic window displays.



University for the Creative Arts

ENVIRONMENTAL Improvements

Businesses wanted Epsom to look good as well as having access to money saving opportunities. Go Epsom have delivered a FREE commercial waste recycling service, an Award Winning Epsom in Bloom display and permanent public art installations.



Go Epsom entered Epsom into South and South East in Bloom for the first time in 2021 and we scooped a Silver award! A grot spot was transformed on South Street, beautiful planters were purchased and installed. Volunteers planted up flower beds and the displays will increase every year.



The best viewpoint in the South of England deserved a proper beacon! Go Epsom delivered one in time for this year's Platinum Jubilee. It's a striking structure that will be used in the future for major nationwide commemorations.

Go Epsom commissioned an outdoor art gallery mural on East Street railway bridge walls. Finished in time for this year's Platinum Jubilee, it was a collaboration with the University for The Creative Arts and provides Epsom with a huge site for future themed artworks. **Watch this space!**



BID levy payers are entitled to FREE recycling waste collections.

Go Epsom works with Epsom & Ewell Borough and Surrey County Council to ensure that Epsom's display of Christmas Lights is impressive and ever expanding. Go Epsom has renewed and expanded the display with street trees, festoons, new Clocktower lights and new giant motifs all in place to welcome shoppers at a key time.



Permanent public art attracts visitors and attention to a place. Go Epsom was not only a chief contributor to the fundraising effort for the statue of Emily Davison, Oracle PR, a local business was commissioned to ensure that the unveiling got the exposure it deserved on TV, Radio and National press. Epsom was in the headlines for all the right reasons!



Epsom's retail vacancy rate is amongst the lowest in the UK! Go Epsom is committed to installing bright, colourful and interesting window displays in any vacant units.



4.5 miles of personalised, biodegradable bunting was just one of the elements of the Platinum Jubilee Packs that were delivered and used all over Epsom this year.

SAFETY and SECURITY

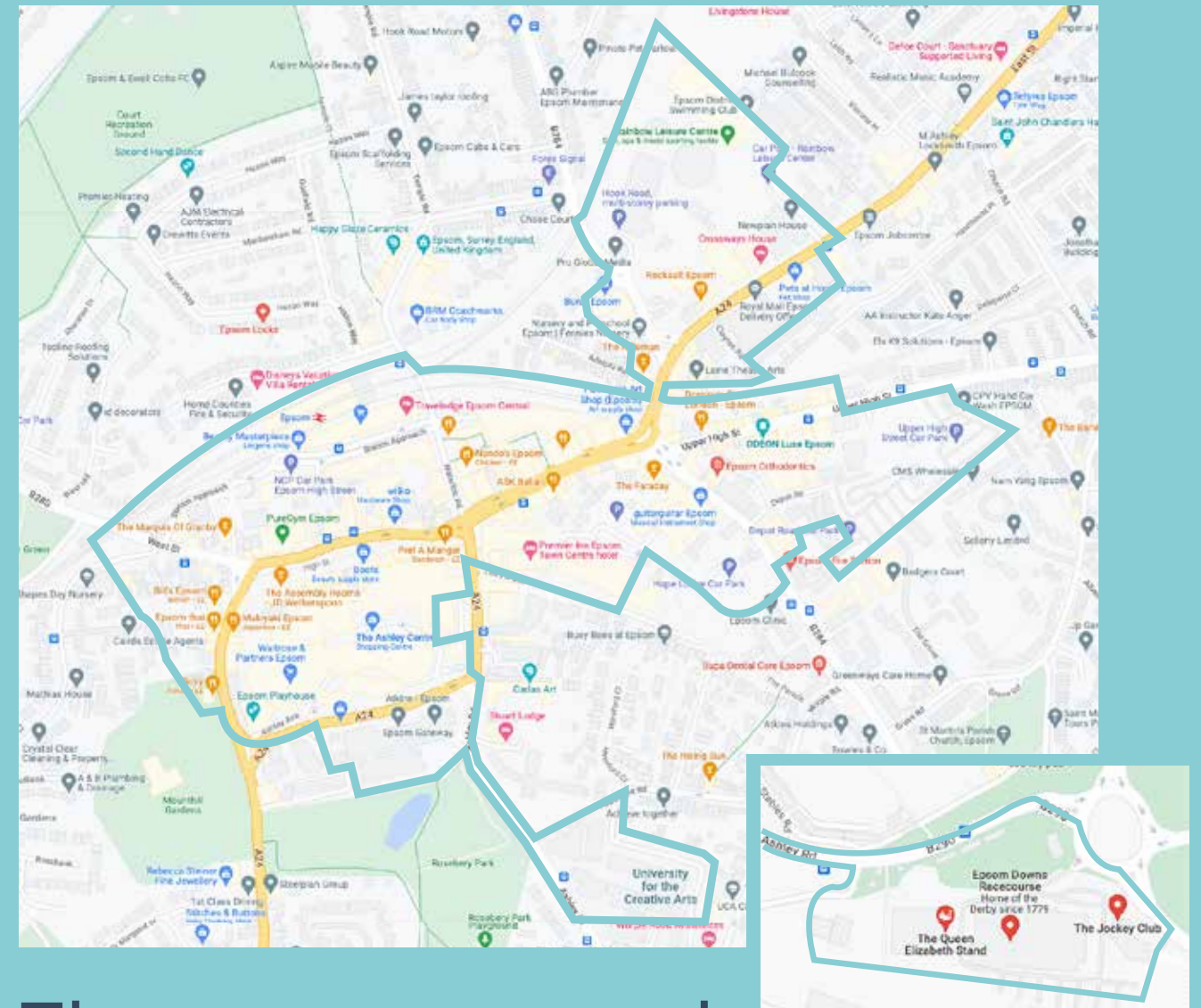
The BID has done the groundwork and is ready to form a Business Crime Reduction Partnership immediately after a successful outcome in the ballot.

The BID supported and countersigned a funding application to the Home Office for a new, digital CCTV system for Epsom's town centre. The bid has been successful and a new CCTV system is in the process of being purchased and installed.

The BID funds Epsom Pubwatch insurance.

The BID commissioned a senior ex police officer to provide advice on crime prevention.

The BID arranged for access funds to be sought to install lighting in Station Way – transforming a dark and intimidating space into a well lit space for pedestrians.



The proposed BID AREA

BID boundary includes the following streets / areas:

ASHLEY AVENUE	HOOK ROAD	THE OAKS SQUARE
ASHLEY ROAD	KINGS SHADE WALK	THE PARADE
ASHLEY SQUARE	SOUTH STREET	THE QUADRANT
CHURCH STREET	SPREAD EAGLE WALK	UPPER HIGH STREET
DEPOT ROAD	STATION APPROACH	WATERLOO ROAD
EAST STREET	THE ASHLEY CENTRE	WEST STREET
EPSOM DOWNS	THE DERBY SQUARE	WORPLE ROAD
HIGH STREET	THE EBBISHAM CENTRE	

Two women are wearing large, elaborate costumes made of fabric flowers. The woman on the left is wearing a green and pink costume with a large pink flower on her head. The woman on the right is wearing a blue and green costume with a large purple flower on her head. They are standing outdoors on a paved area with trees in the background.

What comes next?

A Second Term for Go Epsom

Voting Yes for a second BID term this autumn means that Go Epsom can continue promoting Epsom, attracting visitors and delivering the improvements businesses have asked for. More events, more promotion of events, more footfall, better Christmas Lights, a safer town, a greener town and a town that is working hard, not just to maintain vibrancy and footfall but to increase it.

Go Epsom will continue lobbying councils and government to deliver benefits for Epsom, the BID will

identify opportunities and funding streams that can be exploited to benefit the town.

Here's just a few of the projects and initiatives that the BID will deliver if you Vote Yes this autumn.



Safety

- A Business Crime Reduction Partnership will be formed immediately to work on reducing retail loss and ASB
- Active, local CCTV monitoring will be fully funded for the whole BID term
- Regular, improved information sharing meetings for businesses to proactively reduce crime
- Integration of Pubwatch and Shopwatch radio schemes and intelligence sharing to ensure that prolific and repeat offenders are identified
- Proactive pursuit of town wide banning orders against repeat offenders will be pursued

Environmental Improvements

- FREE daily recycling waste collections
- New Pocket Parks and green areas will be created
- Revamped, safe and well lit entry points into Epsom on West Hill and East Street
- Bloom planting schemes, tree and shrub planting and greening up in every possible location in and around the BID area
- Old, broken and unnecessary signage and street furniture will be removed
- Regular, enhanced cleaning over and above current council cleaning
- Increases in the quantity and displays of Christmas Lights

Promotion

- Go Epsom will continue printing and distributing Epsom promotional guides across SW London and Surrey every quarter, attracting more visitors from further afield
- Levy payers will be included in promotional offers to UCA students
- Eye catching seasonal campaigns in Surrey Lifestyle press to attract footfall
- A focus on independent businesses and a new town wide loyalty app
- 'Visit Epsom' Social Media campaigns targeted at SW London residents and visitors
- More collaboration and promotion of Epsom via Visit Surrey
- Regular, ongoing social media training and promotion for BID members
- Literature racks and distribution points at Epsom Station

Events, Arts and Culture

- Go Epsom will work with Virgin, BT and Surrey Highways to bring more innovative artwork installations to the town centre
- Go Epsom will continue to organise summer and winter family festival events to deliver significant footfall
- Go Epsom will seek Arts Council England funding to enhance and match fund cultural activities
- Seasonal, fully funded family fun days throughout summer holidays will increase footfall
- Creation of arts and sculpture trails

FUNDING

BIDs are funded through a levy, which is typically calculated at between 1-2% of a business premises rateable value (not business rates).

In Epsom the BID has been, and will continue to be, funded through a 1.5% levy on the rateable value of all eligible business premises in the BID boundary shown on page 13, this generates a realistic and workable income to deliver the projects set out in this business plan.

The BID levy will apply to all persons or organisations liable to pay the non-domestic rates for eligible hereditaments located within the BID area.

The BID levy (1.5% of rateable value) will apply to all non domestic hereditaments with a rateable value of £10,000 and above.

You can check your rateable value at www.voa.gov.uk or contact info@epsombid.co.uk to find out your exact contribution to the BID.

Businesses with a rateable value below £10,000 will be exempt from both the BID ballot and the levy, but may choose to be involved through voluntary BID membership.

The BID will also help generate additional funds over and above those received from the levy, as BID's provide a mechanism for accessing grants, match-funding, sponsorship and other funding streams.

Retailers within The Ashley Centre will receive a discount in view of additional fees already paid by them through their service charges. They will contribute 1.25% of their business premises rateable value.

Retail charities and businesses with charitable status will be eligible to pay the BID levy as we believe that all businesses will directly benefit from Epsom BID initiatives.

BID levy contributions will be capped at £8,000 for the largest businesses and also those with multiple business premises. The BID will apply to all business classifications within the BID boundary with the exception of industrial and workshop premises.

The Epsom BID will generate £300,000+ per annum of ring-fenced funds to invest in projects within the proposed BID area. This amounts to £1.5 million of new investment in Epsom over the 5-year term.

The Ballot PROCESS

1. Epsom & Ewell Borough Council will send a ballot paper, to those responsible for eligible properties or hereditaments entitled to vote for the BID, prior to Friday 7th October 2022.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of this BID proposal in a 28-day postal ballot which will commence on Friday 7th October 2022 and close at 5pm on Thursday 3rd November 2022. Ballot papers received after 5pm on that day will not be counted.
3. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are:
 - (a) of those ballots returned by the close, those voting in favour of the proposal must exceed those voting against it, and
 - (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
4. The result of the ballot will be announced as soon as practically possible after the close of ballot.
5. If successful at ballot, the new BID will commence delivery of services on 1 April 2023 and will continue for a period of 5 years to end 31 March 2028.



Proposed 5-year budget

1st April is the chargeable day each year between April 2023 – March 2028. BID Levy to be paid in one instalment.

Any residual funds from the BID's first term will be carried forward into the second term and invested in projects

The BID will focus on obtaining additional income from a voluntary membership scheme, sponsorship, inward investment and grants.

The budgeted income from levy collection in the first year is approximately £315,000.

A contingency provision of 5% of BID Levy is as per industry guidelines

Operating costs of the BID are estimated as 25% of total expenditure.

An annual financial statement will be sent to BID levy payers, included with levy bills.

	Year 1	Year 2	Year 3	Year 4	Year 5	Totals
BID Levy	315,000	315,000	315,000	315,000	315,000	1,575,000
Additional income	10,000	10,000	10,000	10,000	10,000	50,000
Total Income	325,000	325,000	325,000	325,000	325,000	1,625,000
EXPENDITURE						
Operating & overhead costs	80,000	80,000	80,000	80,000	80,000	400,000
Promotion & Marketing	50,000	50,000	50,000	50,000	60,000	260,000
Events and footfall	70,000	70,000	70,000	70,000	70,000	350,000
Environmental Improvements	35,000	35,000	35,000	35,000	35,000	175,000
Safety	55,000	55,000	55,000	55,000	55,000	275,000
Levy Collection costs	17,000	17,000	17,000	17,000	17,000	85,000
Total Expenditure	307,000	307,000	307,000	307,000	317,000	1,545,000
Contingency/Surplus	18,000	18,000	18,000	18,000	18,000	90,000

How to VOTE

1. You should receive one ballot paper for each property that you are eligible to vote for, by post.
2. If you do not, or if you require a replacement ballot paper please email karen.pengelly@epsombid.co.uk
3. Please check that each ballot paper has its own return envelope.
4. Complete the ballot paper putting a cross (X) beside your choice to retain the BID for a new 5 years BID term.
5. Write your name in BLOCK capitals, your position in the business and your signature.
6. Each ballot paper must be returned in its own separate envelope.
7. Return your completed ballot paper(s) by post in the prepaid envelope.



GOVERNANCE and TRANSPARENCY

Go Epsom BID recognises the importance of accountability and transparency within its governance arrangements.

- The Proposer of the new BID and the BID Body is Epsom BID Ltd, (t/a Go Epsom) (Company Number 11319899), a not for profit organisation, limited by guarantee.
- The Directors of the BID (the 'Board') shall continue to be representative of levy-paying businesses. The Board will continue to meet 8 times per annum, with responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards, performance and compliance. The Board of the BID may nominate and appoint Directors.
- The BID Committee, (available to all levy payers) comprised primarily of levy payers and with a reserved position for the local authority, shall continue to advise upon operational matters.
- The Board shall appoint a Chair, with the current Chair continuing into the new BID term. The Chair will also Chair the BID Committee and shall not be a Council representative.
- The Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the levy rate proposals would require an alteration ballot.
- The BID will file annual accounts at Companies House. The accounts will be available to all levy payers.
- The Company shall meet with the Council, as the Billing Authority, quarterly to monitor service delivery, levy collection and financial management issues.
- The BID will monitor performance against annual objectives and targets and will report to levy payers at least once a year. Regular updates through email bulletins, social media, drop in sessions and door to door visits will keep businesses informed. An annual report and business meeting will provide information to businesses on the activities of the BID, including finances. A financial statement will be distributed to businesses along with the BID levy invoice annually. A mid term review will take place to monitor the BID's performance against its objectives.
- An Operating Agreement, which includes the Council's Baseline service commitments, has been agreed with the Council. A copy can be found at: www.goepsom.com.
- Notification of the intention to hold a ballot was sent to the Secretary of State on 27th May 2022.



FAQ'S

What happens if most businesses vote 'yes'?

Just like a political election there is no minimum turnout required during the 28 day postal ballot. If a majority of businesses (both in terms of total number and overall rateable value) vote 'yes' Epsom will achieve 'Business Improvement District' status and join the 325+ established BIDs across the UK.

All eligible businesses (with a business rateable value of £10,000 and above) will be asked to contribute to the BID, even if an individual voted 'no'.

What if the majority vote 'no'?

Very simply, none of the projects or initiatives set out in this BID Business Plan will go ahead.

Who has to pay BID levy?

If Epsom achieves a 'yes' vote, all eligible occupiers of a business premises with a rateable value of £10,000 and above within the BID area would pay the levy. This applies to both occupied and non-occupied business premises. Property landlords only become liable where the property is empty and a lease does not exist. All business premises with a rateable value below £10,000 will not be eligible to vote at ballot or pay the BID levy. The Epsom BID has a voluntary BID membership scheme to ensure all businesses can take advantage of the BID benefits.

What will the BID cost me?

The amount you pay will be based on your individual business rateable value (not your business rates) and so smaller businesses will pay less than larger businesses. Find out more by emailing info@epsombid.co.uk.

Is this a way for councils to save money?

No, legally BIDs cannot replace existing or proposed public services provided by bodies such as a local Council, Police and others. In this way, the BID only improves current standards and does not subsidise or replace them. In order to ensure this is the case, all BIDs are legally required to draw up Baseline Services Agreements that set out the services the public sector currently provide and will deliver during the 5-year BID term; this ensures the BID is only delivering additional value to businesses. You can view the Baseline Service Agreements at www.goepsom.com.

Who will I pay my BID levy to?

The BID is an independent organisation, led and managed by local businesses but local authorities possess statutory powers to invoice and collect levy. You will receive a BID invoice from Epsom & Ewell Borough Council on behalf of Epsom BID Limited. Funds collected by the local authority are ring-fenced in their entirety and transferred directly to the BID Company.

Will the Council and other public sector bodies pay the BID levy?

Yes, they will pay BID levy on properties / car parks / premises within the BID area for which they are liable to pay non-domestic rates.

Exemptions & who can vote?

All eligible businesses within the BID boundary shown on page 13 with a rateable value of £10,000 and above (with the exception of workshops and light industrial units) will be entitled to vote during the 28 day postal ballot.

Can BID projects be altered?

BID projects can be altered, subject to approval from the BID company's Board, providing they fall within the resources available. In this way the BID can be responsive and flexible during the 5-year BID term. The minutes of all Board meetings will be published on the BID's website.

Will my levy contribution change?

The levy rate to be paid by each property or hereditament will be 1.5% of its rateable value, using the 2017 non-domestic ratings list as at 31st March 2023 and for the full five year term.

BID levy will apply from 1st April each year between 2023-2028. 1st April will be the 'chargeable day', BID levy will be payable in one annual instalment. No refunds will be given where a business vacates part way through the billing year or if a property is taken out of the ratings list. Where a new assessment is brought into the ratings list the BID levy will apply from the 1st April in the following year based on the rateable value effective at that time.

GO EPSOM



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CELEBRATING LOCAL BUSINESSES
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