



The Business Plan

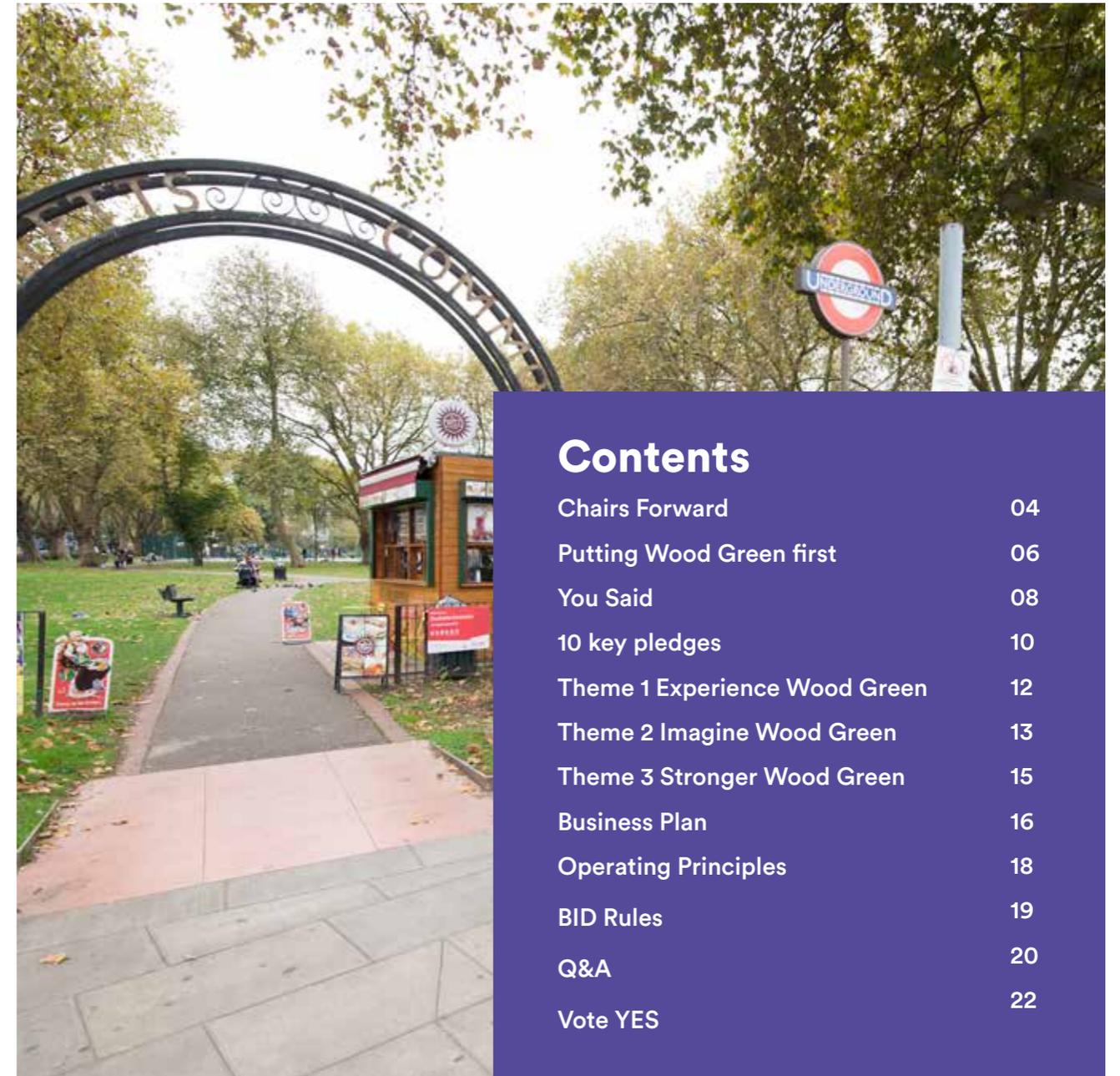
Our proposals for a Business Improvement District in Wood Green (2018 – 2023)





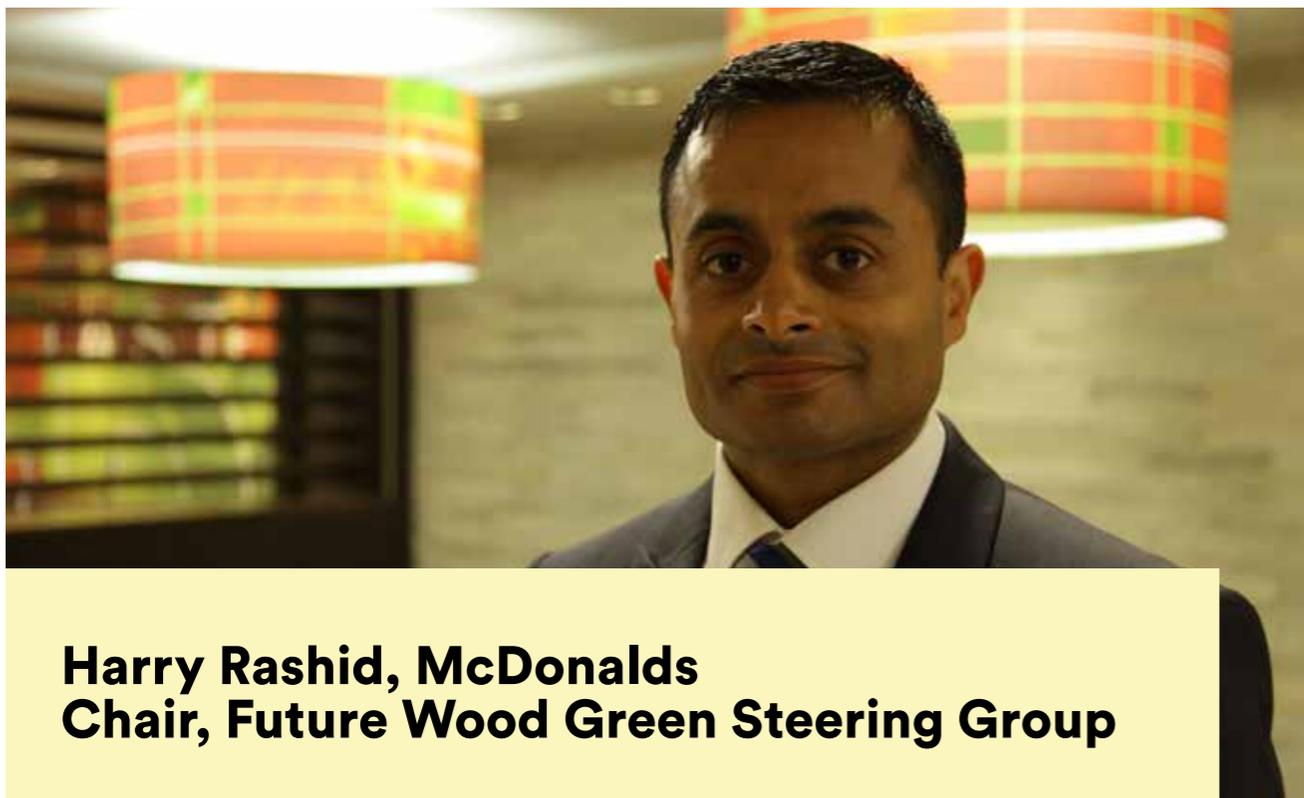
BID Area

This document is a summary of proposals for a Business Improvement District in Wood Green town centre, shown in the map



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Harry Rashid, McDonalds Chair, Future Wood Green Steering Group

The Future Wood Green Business Improvement District (BID) is the result of the hard work of businesses in Wood Green. There has been a desire to see the image of Wood Green lifted to the heights we know it can achieve. Over the past year the BID steering group has consulted with over a hundred businesses in Wood Green, the Council and the police to agree how to get the best results. Wood Green is already a vibrant and diverse area with a lot to celebrate, but by increasing the security and improving the environment a BID will lay the foundations for the image change that can make Wood Green a shopping and leisure destination of choice in North London.

New investment is already coming to Wood Green and more is planned for the future that could dramatically change the way Wood Green is perceived and used. The accessibility of the area is already high and this may be set to increase further with plans for Crossrail 2. To ensure businesses benefit from these plans the voice of businesses must be stronger and more coordinated than has been the case before. We must hear both what existing businesses need, and what will attract new commercial activity to Wood Green.

The BID proposals have been shaped by a steering group of local businesses, of which I am proud to be a part. Throughout its life the BID will continue to be led by businesses, for businesses. As McDonald's franchisee in Wood Green, I have invested in the area and personally want to see positive changes. I know many others feel the same and are prepared to work together to reach this. That's why I'm happy to be chair of the Future Wood Green BID steering group and dedicating my support to this project. In my previous positions I've seen first-hand the good work BIDs can do in bringing local businesses together and delivering significant improvements. In Wood Green we've already started working closely with the police to share information between businesses and tackle security concerns. We are proud to have been responsible for bringing music to the streets throughout Christmas and the new additional Christmas Tree at Turnpike Lane shows how as

businesses we can add to existing work by the council to widen the benefits.

If these proposals are to go ahead, it is essential that we get a YES vote in the February ballot next year. This will mean additional investment in Wood Green of over £1.8m over the next five years to increase security, improve the image, market the area to new business, support growing businesses, improve the visual environment and much more. Businesses have the opportunity to make a real difference in Wood Green over the next five years and into the future. I hope you will join us in our vision for a positive future for Wood Green.

Harry Rashid

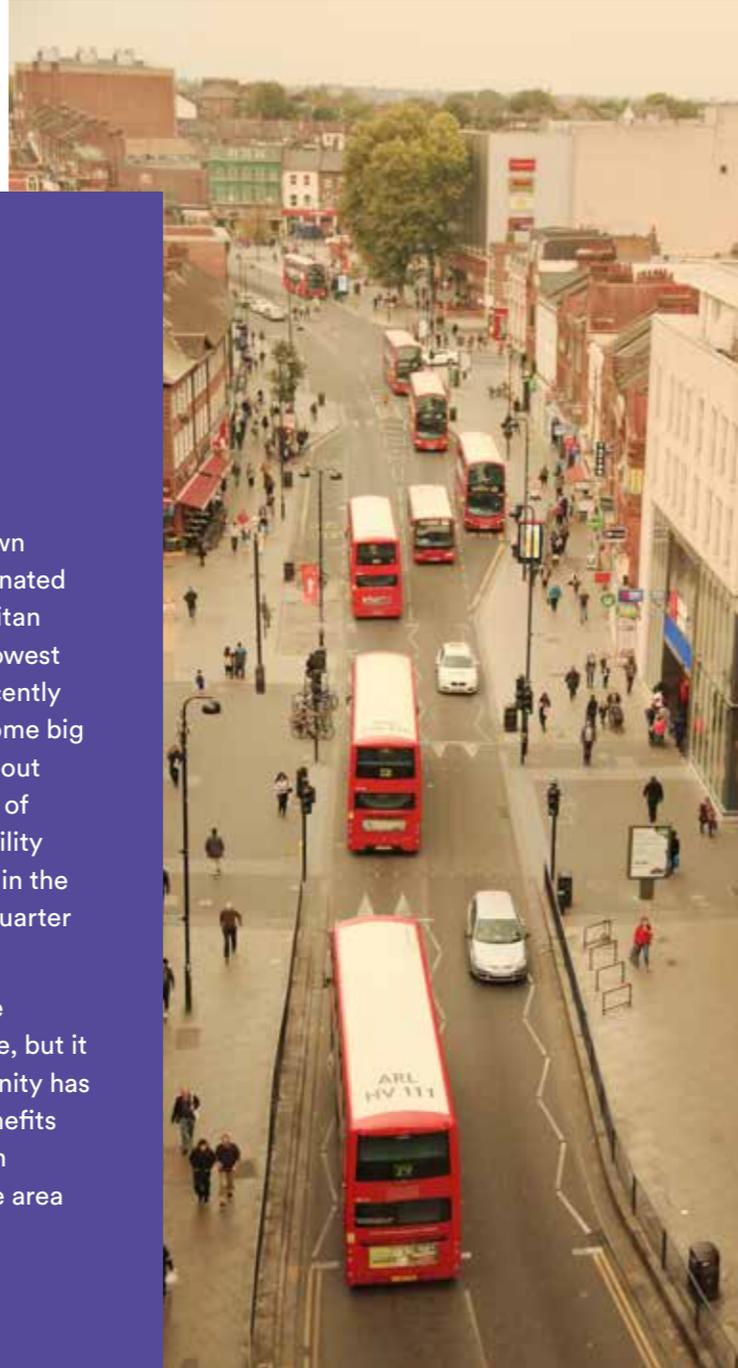
Steering Group members

- Christine Patterson, Metro Bank
- Al Cambon, Mix Max
- Isaiah Fapuro, The Malls
- Nick Hartwright, The Green Rooms
- Simon Key, Little Green Bookshop
- Karl Rogers, Metropolitan Police Service
- Javad Ossoulion, London Borough of Haringey
- Kunal Chaudhuri, Ingla School of English
- Feyzan Ulker, Chef's Delight

Putting Wood Green at the heart of North London

Wood Green is a diverse and vibrant town centre. It is well-connected and is designated by the Mayor as an important Metropolitan Town Centre. However it is one of the lowest performing in a number of ways and recently the area has suffered from the loss of some big retail names. But Wood Green is also about to go through an unprecedented period of investment and change, with the possibility of Crossrail 2, thousands of new homes in the area, and ambitions for a new cultural quarter and improved links to Alexandra Palace.

If done well, these investments have the possibility of revitalising the town centre, but it is key that the existing business community has a strong voice to make sure that the benefits are shared across the whole of the Town Centre, including the High Road and the area around Turnpike Lane tube station.



3 million annual visitors to nearby Alexandra Palace, and growing



Wood Green accounts for **approximately 33%** of retail spend in Haringey



Turnpike Lane tube station used **11 million** times in a year



Wood Green tube station used **13 million** times in a year

'You Said'

Long term plans for the area show that Wood Green has much to look forward to, but there are also immediate issues that we as a group of businesses, can address. The Wood Green Business Forum has consulted over 150 businesses to find out what it is that you would like to see improved to put Wood Green back at the heart of north London.

The key themes were:



IMAGE

Businesses wanted to improve Wood Green's overall image



RETAIL MIX

Recent departures from the High Street had increased concerns about the mix of businesses



70% of businesses thought half or fewer of their visitors were attracted from outside Wood Green



SECURITY

Shoplifting, anti-social behaviour and a general fear of crime were all concerns. You wanted to see more uniformed patrolling and a more coordinated response to crime



EVENTS

You wanted better promoted and more events to improve Wood Green's image



APPEARANCE

You wanted to improve cleanliness, greening and lighting



Isaiah Fapuro, The Mall Steering Group Member

“ I have seen first hand the benefits BIDs have brought to other parts of London. Wood Green already receives huge numbers of visitors every year, but we want to see that number increase. Furthermore, we want Wood Green to be seen as a destination for all hours from early in the morning to late in the evening. A BID will help provide the infrastructure, support for local businesses and vision to make Wood Green the best town centre in north London. ”

What we will achieve in 10 Key Pledges

1. Wood Green is diverse and vibrant. We will build on this to create a strong image for Wood Green and ensure we are a destination of choice.

2. We will make sure there is a buzz in Wood Green that people find attractive

3. We will work with partners to achieve a measurable reduction in crime and anti-social behaviour

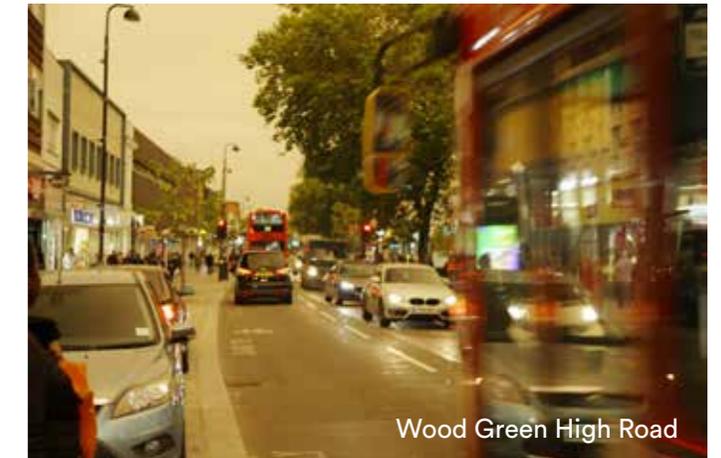


4. We will be eyes and ears on the street to ensure the Council's current cleaning services are more effective, and will work with them to achieve this

5. There is a lot of development planned for Wood Green. We will make sure you have a strong voice in this, as well as other key issues like Crossrail 2, parking restrictions and business rates

6. We will ensure a more attractive environment for visitors, particularly at Wood Green and Turnpike Lane underground stations

7. We will save businesses money by arranging joint-procurement of business services



8. Alexandra Palace attracts over 3 million visitors annually. We will take advantage of this by making sure that Wood Green is seen as the gateway to Alexandra palace and the best place to visit before or after

9. We will involve businesses in working towards a long-term vision for Wood Green as an easily accessible, creative and vibrant metropolitan centre, with attractive and spacious public realm and a strong business mix

10. We will make Wood Green attractive to key brands and new businesses

And here's how...

Theme 1 Experience Wood Green

We want Wood Green to be welcoming and attractive at all times of day and somewhere that businesses can thrive. Giving people a good experience is crucial to achieving this by improving the image of Wood Green. We will:

Make Wood Green more safe & secure

We will work with the police on 5 main themes:

1. **Volume Crime** (significant crime within the BID area) - introducing initiatives such as a managed crime information sharing website and app, so businesses can share information with each other and the police
2. **Physical Security** (preventing crime) - e.g. introducing on-street wardens accredited by the Community Safety Accreditation Scheme
3. **Business Continuity** (Making emergency & recovery plans) - e.g. workshops & testing plans
4. **Economic Crime** (fraud / cyber-crime) - e.g. fraud workshops and training
5. **Counter Terrorism** - e.g. Argus & Griffin training

Make Wood Green more attractive

1. We will use creative **lighting, planting, and physical improvements** to improve the ambience of key points, such as the Underground Stations, and make Wood Green more welcoming and exciting to explore
2. We will help businesses to **improve shop-fronts**, with training and competitions such as 'best-dressed Christmas window'. We will involve local artists to bring a unique Wood Green creativity to this
3. Our street-wardens will report public realm issues and help run education and **operations against, for example, fly-tipping**
4. We have worked with the council to outline the baseline services, such as cleaning, that they provide for Wood Green. **We will be eyes and ears on the street** to ensure these are effective. If necessary, we will then provide additional cleaning.



Theme 2 Imagine Wood Green

Wood Green is a multicultural hub and has many things to be proud of, from its food offer and its status as a Metropolitan town centre, to its independents and its technology repair shops. It should also be the first place the more than 3 million annual visitors to Alexandra Palace think of coming before or after an event. But we need to get the word out and to improve Wood Green's image, to make sure we make the most of these great assets.

We will:

1. Give training and support to help you, as a business, **raise your profile on social media and online**
2. Coordinate a **Wood Green social media PR campaign** and create a strong visual image for Wood Green. We will create a buzz around Wood Green's unique selling points and aim to promote it in key London publications

- Ensure there are more well-managed, **family friendly activities** at key times of year and use key events to build Wood Green's reputation. We will make sure that events are well promoted
- Ensure there are **small but regular activities** that create a buzz in Wood Green, such as well managed street performance. We will use this to encourage people to stay at the end of the working day and into the evening
- **Work with Alexandra Palace** to raise Wood Green's profile
- In the future, we will explore using quality / **artisanal markets** to attract new people and draw them through the area.
- When development occurs we will champion meanwhile uses that are built around the local community

Theme 3 Stronger Wood Green

Working together can achieve a lot. A Business Improvement District is a strong formal structure that will allow businesses to have a strong voice. This will be very important to make sure our views are listened to on big issues affecting the area.

We will:

- **Save businesses money** through joint procurement of business services such as waste collection, utilities, stationary, pest-control etc.
- Run networking events for businesses and help **keep you up to date** with what is happening in the area through regular newsletters
- Provide **strong business representation** on key issues like future developments, Crossrail 2, parking and waste-collection times. When appropriate, we will hold forums and facilitate consultations
- Involve businesses in **creating a vision for Wood Green**, and use this to champion appropriate traffic solutions, public realm interventions and new shops. We will seek external funding to deliver projects where possible
- **Improve the retail mix** by championing the area to key brands and seeking independent retailers with proven success in similar areas looking to expand.



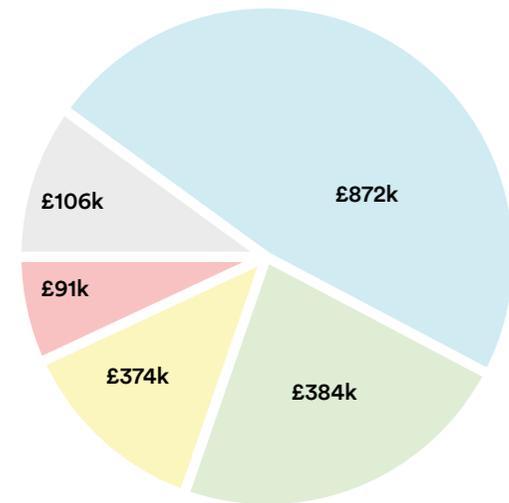
Christine Patterson, Metro Bank BID Steering Group Member and Chair of the Business Forum

“ I am delighted to be part of the Future Wood Green Steering Group. Any initiative which strengthens and revitalises our town can only be a good thing, including investing in Wood Green as a Business Improvement District. There’s been some fantastic work done by the Business Forum and Wood Green is already a destination town for shopping and leisure activities. Our job is to build on that momentum and make Wood Green THE destination in North London for visitors, investors and businesses alike. There are already new developments in the pipeline and I’m really excited at what we can achieve by working together as a community. ”

The Business Plan

Future Wood Green will mean investment of over £1.8 million between 2018 and 2023

The proposals will be responsive to change throughout the BID's term, and surveys and reviews will be used to determine changing business needs.



- A contingency/responsive spend fund of 5% of the BID Levy has been included
- Figures are real, with no inflation applied
- The core costs shown here include: staff time that is not dedicated to project delivery, financial management support, office costs and consumables, corporate communications budget, levy collection costs, insurance and a recruitment/HR budget
- Project costs include an allocation for staff resource to ensure the money is used effectively

Cllr Joe Goldberg Cabinet Member for Economic Development, Social Inclusion and Sustainability

“ I’m delighted that businesses in Wood Green are seeking to set up a Business Improvement District. By coming together in this way, local firms will be well-placed to address the challenges they all face, including reducing anti-social behaviour, ensuring our thoroughfares are kept clean and attractive, and improving the area’s retail offer. In doing so they’ll play their part in making Wood Green an even better place to live, shop and work. ”



Our Operating Principles

Future Wood Green will:

1. Always be owned and led by Wood Green businesses – businesses can sit on the board or individual ‘theme groups’ that will be responsible for each of the themes
2. Be set up as a not-for-profit company
3. Deliver services that are in addition to services provided by the Council and other public authorities
4. Be financially transparent, providing regular reports on its expenditure and achievements
5. Aim to raise at least 10% extra funding from other sources over the lifetime of the BID
6. Measure our impact; and make this information available to businesses
7. Listen to our members and their changing needs
8. Encourage businesses that are under the threshold to become voluntary members, to maximise the effectiveness of the BID
9. Exist for the benefit of all types of business in Wood Green



BID Rules - The Basics

So, how does a BID work?

1. Organisations within the BID Area occupying premises with a rateable value greater than £12,000 will be eligible to vote in the BID ballot and pay the BID levy
2. Future Wood Green, the BID company, will be funded primarily through a BID levy payable by all businesses eligible to vote. The levy will be 1.25% per year of a premises' rateable value. Premises occupied by registered charities will receive a reduction of 80% of the levy.
3. The BID will last for 5 years from 1st July 2018 to 30th June 2023, at which point businesses will vote again
4. All businesses eligible to vote will also be able to get involved in the governance of Future Wood Green

Below are some indicative values of how much different businesses will pay each year:

Rateable Value or premises	BID Levy
£12,000 or less	Voluntary contribution to become members
£12,001	£150.13
£50,000	£625
£100,000	£1,250
£1,000,000	£12,500

Q&A - Your Questions answered

Why is there a postal ballot in February 2018?

A BID can only be set up through a ballot of businesses who will pay the levy. In order for the BID to come into existence, a simple majority of those voting must vote in favour. Their votes must also represent a majority of the aggregate rateable value of the properties that vote.

How will the ballot run?

The conduct of the ballot is looked after by the London Borough of Haringey to ensure a free and fair ballot. If you wish to make sure that your ballot paper is going to the right place, you can get in touch with the Future Wood Green team at info@futurewoodgreen.com to find out how.

How is the BID levy collected?

The BID levy will be collected by the London Borough of Haringey in a similar manner to Business Rates. It will be a separate bill and the amount will be ring-fenced and passed to the BID company to deliver these proposals. The levy is amended on an annual basis in line with inflation, at a rate to be agreed by the Future Wood Green board.

How will I know what my money has achieved?

Future Wood Green will be clear and transparent about how it is spending the money. There will be regularly updated information about income and expenditure available to all members of the BID and clear metrics will be established to measure its success. All eligible businesses will be invited to the AGM.

Why do my business rates not cover this?

A BID in Wood Green will be led by businesses, funded by businesses and managed by businesses with complete control over how the money is spent. It provides services that are in addition to those offered by the local authority and other statutory agencies. The BID will sign a baseline agreement with the London Borough of Haringey that establishes what the local authority already delivers and will monitor this agreement. A draft of this agreement can be viewed on Future Wood Green's website.

How can I be represented?

Future Wood Green will be a new non-profit company limited by guarantee. The first AGM will take place with the first year after the BID starts its work on 1st July 2018. All businesses that are eligible to vote and pay the levy may become members of the company. Any member can stand for election to the board.

Can I get involved even if I do not automatically qualify to pay the BID levy?

Businesses whose rateable value is £12,000 or less, or who are just outside the BID area, will still be able to get involved by choosing Voluntary Membership and paying a voluntary contribution to receive the same benefits as levy payers. These Voluntary Members will have the right to stand for election to the board.

How were the BID proposals developed?

Over the last year, the business forum has worked to engage with businesses across Wood Green to develop these proposals. An initial feasibility study interviewed over 110 organisations, with an open follow-up 'visioning' event. Following this, a dedicated Steering Group has worked to develop the proposals, continuing face-to-face discussions with businesses throughout Wood Green during the process.

The full BID Proposals are available from our website
www.futurewoodgreen.com

MAKE IT HAPPEN – VOTE YES

The ballot is your chance to secure Wood green's future and make these proposals a reality. **Vote YES in February 2018**

The Ballot Timeline

November 2017 –

voters will receive a letter giving them the chance to review and amend the details of where their ballot paper will go to

January 2018 –

Voters will receive the official Notice of Ballot

29th January 2018 –

Ballot papers will be posted. Voting by post

1st March 2018 –

Ballot closes at 5pm

2nd March 2018 –

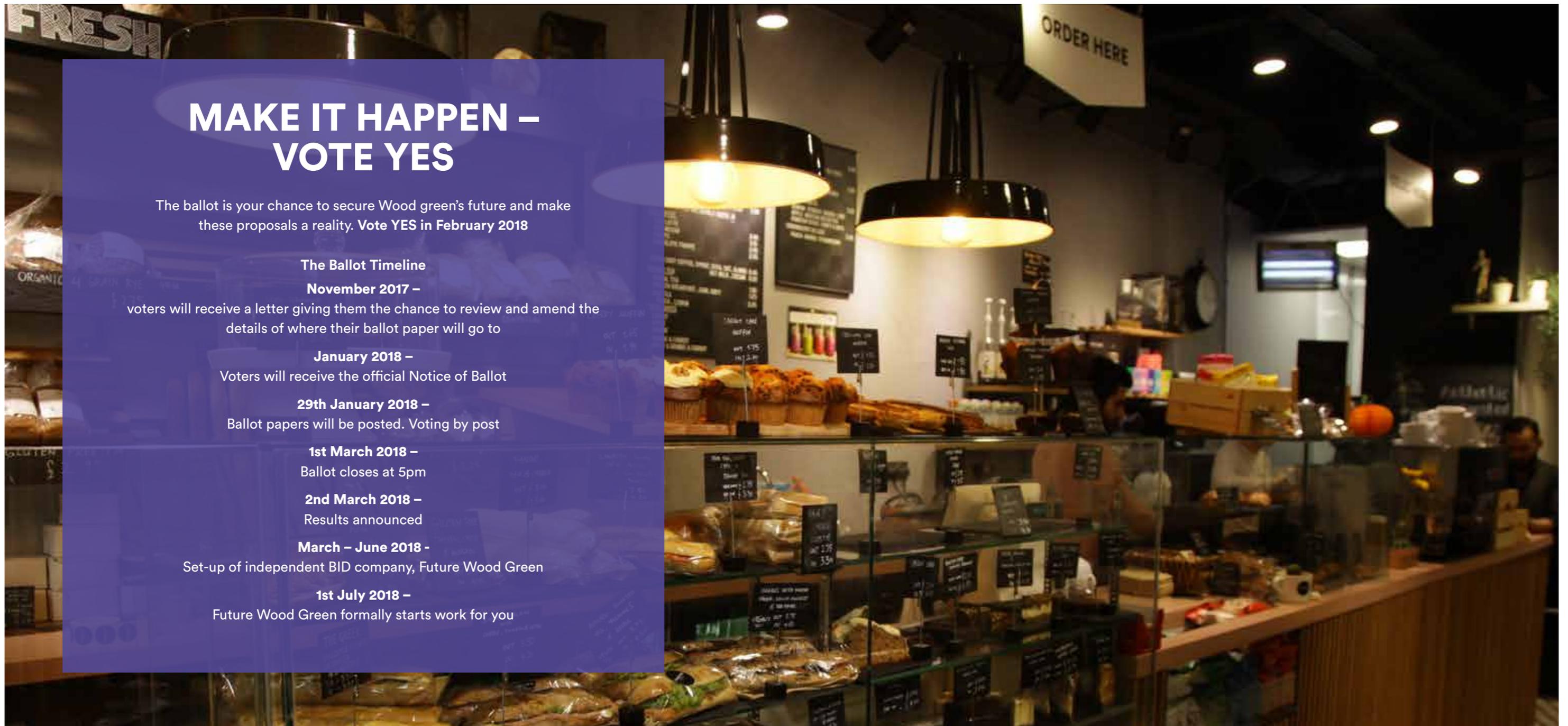
Results announced

March – June 2018 -

Set-up of independent BID company, Future Wood Green

1st July 2018 –

Future Wood Green formally starts work for you





Future Wood Green is led by businesses, for businesses

Find out how you can be more involved, or ask us a question:

E: info@futurewoodgreen.com

W: www.futurewoodgreen.com