

BID BOARD ELECTIONS. HAVE YOUR SAY.

Orpington 1st came into being on 1st April 2013. An interim board was established to take us to the first AGM. This board will all stand down at the AGM and voting will take place for the new BID board of directors.



In order to vote, nominate another member or stand for election you must be a member of the BID Company. Every BID levy payer is entitled to become a member but membership is not automatic. Legalities dictate that BID levy payers must apply for membership. Membership forms were mailed to all levy payers along with a list of current resigning members, instructions for voting and the agenda for next month's inaugural AGM. If you have not received this letter please contact the BID office for a replacement.

BID members wishing to stand for election to the BID should email Martin Price at info@orpington1st.co.uk by 5pm on 28th August 2013.

AGM 11th September 2013 5pm
Followed by Orpington 1st Finest Gala awards ceremony
The Orpington Village Hall, 311 High Street Orpington

News in Brief:

Loyalty Card update

Cargo, Robert Dyas and Headmasters have joined the growing number of traders encouraging customer loyalty to Orpington town centre by joining the scheme.

Customers can now register for the card online at www.orpington1st.co.uk and we have seen a steady stream of online applications from shoppers taking advantage of membership benefits.

For your diary

11th September – The Orpington Village Hall
5pm
AGM and election of Chairman and BID Board Directors for 2013/14
6pm
Orpington's Finest Gala Awards - Winners presentations followed by entertainment - food and drinks.
CONTACT THE BID OFFICE TO BOOK YOUR SEATS!

Give us your feedback

In future would you like this Newsletter in print or by email?
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01689 832923

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August 2013
Orpington 1st Newsletter



Orpington's Finest - Final Call

Orpington's Finest competition is well underway. Remind your customers to vote for you using one of the 10,000 voting cards issued, online at www.orpington1st.co.uk and via the Orpington Magazine and Biggin Hill News.

Winners will be announced at the Orpington's Finest Gala Awards Ceremony on 11th September and presented with an award together with some great PR via the local media.

TO DO:

- ✓ Display your window sticker
- ✓ Remind customers to vote online
- ✓ Use an email signature reminder at the bottom of your emails
- ✓ Promote on Twitter and Facebook
- ✓ Get more voting cards from Cut Price Cartridges, 32 Chislehurst Road, Orpington
- ✓ If you run out of voting cards, photocopy an existing card or the ad in Orpington Magazine/ Biggin Hill News.
- ✓ Completed voting cards to be dropped off to Orpington Library.

Voting closes 7th September. Cards will be collected from participating businesses on 9th September. Make sure your business name is clearly marked. Good luck!



Orpington EXPLORED!

During July, local residents, associations, businesses, community groups and councillors came to EXPLORE and discuss issues in Orpington. Inspired by video footage of what some of the 201 UK BIDs have achieved, the lively group came up with lots of ideas and discussed the need for volunteers and ambassadors.

Ideas included an exciting calendar of unique events, to change the overall perception of Orpington and bring in new customers and retailers. All ideas will be considered and a progress update will be presented at the AGM.

Many agreed to volunteer their time and expertise to support a new vision for Orpington. If you're interested in getting involved or becoming an Orpington ambassador email info@orpington1st.co.uk. We would love to have you on board!



BID Manager's Update

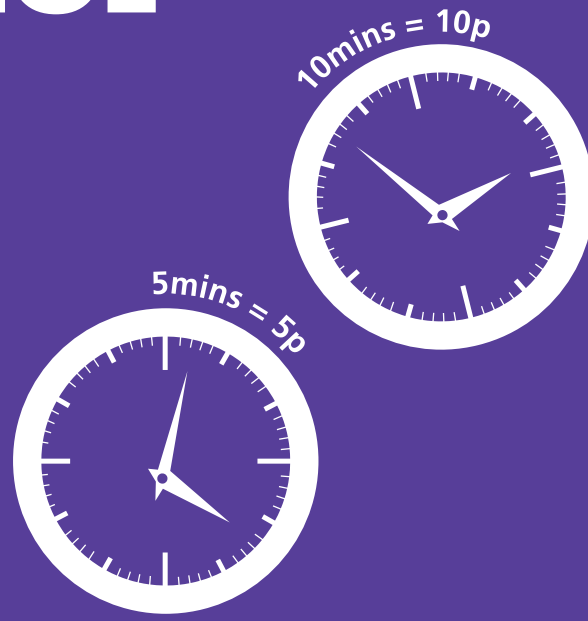
It's been a busy summer for the BID office with Orpington hitting the national press. The press perception of Orpington might be an issue, however work to change this has begun. MP Jo Johnson spoke out in our defence, and the businesses and people of Orpington gathered at an exploration meeting to start creating the new vision for Orpington. To boost Orpington's profile, customer and visitor numbers, we are about to appoint a marketing company and launch an exciting calendar of events. The word on the street is Orpington is changing!

Pennies for Parking

Did you know that shoppers can pay just 10p for the first 10 minutes parking, then 5p for every 5 minutes thereafter?

The First for Access team, responsible for making it easier for customers to shop in town, have successfully persuaded London Borough of Bromley (LBB) to replace the confusing instructions on parking meters.

Revised signage will be installed over the coming weeks, clearly showing there is no need to pay for the full hour if you don't need it.



Pride in Orpington High Street

We want to bring back good old fashioned values!

In the days gone past you can see how people took pride in their shops! Here's how you can make a difference;

1. First Impressions - Keep your shop front clean and tidy (including your windows!)
2. Window dressing – make it attractive and change it at least once a month to keep it interesting and engaging.
3. Daily sweep - don't wait for the street cleaning teams to come around!
4. Scrape off any chewing gum outside your shop - don't let it build up.
5. Remove graffiti - using the free graffiti kit available from LBB
6. Report it - issues such as damaged bins, overhanging trees or damaged paving to www.fixmystreet.co.uk for immediate action.
7. Tidy A Board - Only 1 A board is allowed per business abutted to your shop front with 2 metres clearance for customers to pass. Non compliance could result in removal of your A Board and possible enforcement action by LBB.

Do these simple tasks and you will see happy customers go in and profits go up!



Tables and chairs on the pavement

- The charge is £7 per day on which you trade, irrespective of size.
- You must display your licence clearly in your shop window.

Tables and chairs or other goods on the footway without a licence will be treated as illegal Street trading and could lead to legal action by the London Borough of Bromley's enforcement team.

Application forms and licence fees can be found at www.bromley.gov.uk
We have negotiated a few weeks grace until the 31st August before the Council start enforcing the measures.

Orpington BID in the national press.

Orpington hit national news with articles about our charity shops, hinting we are in trouble. Orpington 1st BID issued a press release pointing out positives including; all the recent investment, our five year improvement plan and the continued hard work by the traders.

Bromley Times, Biggin Hill News and News Shopper published articles picking this up.

Orpington 1st BID Board Director Chandra Sharma met with Orpington MP Jo Johnson to discuss. Jo said "I have been very disappointed by the recent coverage of Orpington High Street in certain national newspapers. Charity shops represent just 4 per cent of the High Street stores and the articles completely fail to acknowledge the many exciting developments that promise to transform the town centre into a local hub for businesses and consumers – including the new Odeon Cinema complex, the opening of a gleaming new library and the redevelopment of the Orpington campus of Bromley College. I would strongly urge businesses to pay no attention to these alarmist articles and continue investing in Orpington."



New BID member benefits

Orpington 1st Business Clinic - Every Wednesday BID manager, Naz Choudhury will be available to help with business issues. Contact the BID management by email or office to arrange 01689 898 115

Benefits Delivered

- ✓ Additional funds of £38k from LBB
- ✓ Free cardboard recycling
- ✓ www.orpington1st.co.uk - free to advertise and promote your business on
- ✓ First event in May increased footfall by 4%
- ✓ Free anti-climb paint available from BID office
- ✓ Vinyl shop front displays to spruce up empty shops
- ✓ Income generated by selling promotional space
- ✓ Buy local loyalty card promotions
- ✓ Free weekly drop in business clinic

Benefits in the Pipeline

- Orpington is Changing – vision and plans for the future of Orpington High Street
- Improved instructions on parking meters
- Improved public toilets
- Better signage/mapping
- Annual calendar of events and festivals to draw customers and visitors in to the high street
- Orpington Loyalty card - promotion in outer areas to draw customers in to the high street
- Orpington business improvement course

HomeBase on the High Street

More than £600 income generated for the BID from public space hire

