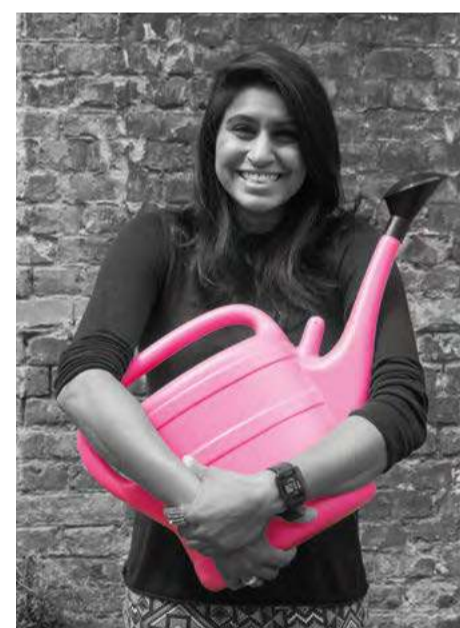
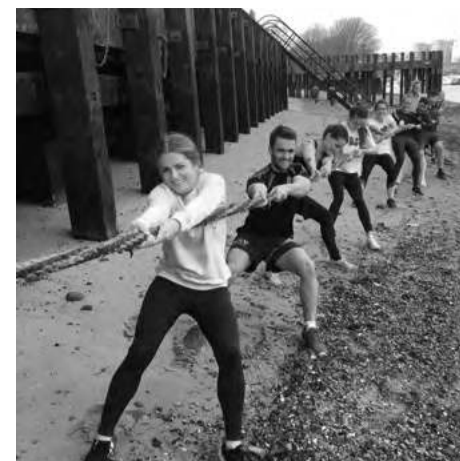


BANKSIDE



Shaping our
neighbourhood
together



Better
Bankside

“ Better Bankside has an excellent track record in supporting local businesses – including many in the creative industries sector. Their efforts go hand-in-hand with the work we are doing at City Hall to promote regeneration and create jobs.”

**Deputy Mayor for Business
Rajesh Agrawal**

“ Bankside is one of the most creative cultural districts in the world. Tate Modern has worked closely with Better Bankside since its inception. From urban realm improvements to air quality initiatives and working with young people, we have benefited from our involvement across a range of Better Bankside projects that contribute to a successful and connected community.”

**Frances Morris, Director
Tate Modern**

“ Better Bankside has provided a wealth of support to our business, creating opportunities for us to strengthen community relationships. The work they do to ensure the local area thrives through networking events, activities for residents and businesses; environmental projects; and day to day services such as street cleaning is fundamental to the success of the area.”

**James Clarke, General Manager
Hilton London Bankside**

“ When The Clearing were looking for a new studio, Bankside was an obvious choice. From the first weeks of arriving, Better Bankside made us feel welcome, we quickly met other creative businesses as well as local restaurants and bars. In the past year, we’ve been involved in many exciting projects that have inspired everyone in the studio, and wouldn’t have happened without Better Bankside.”

**Jules Griffiths, Marketing Director
The Clearing**

“ Better Bankside have been vital partners in the regeneration of Bankside over the last 15 years, working to bring about a community-focused neighbourhood of the kind our founder, Sam Wanamaker, envisioned when he started the Shakespeare’s Globe project. Their belief in culture and tourism as cornerstones for a thriving, innovative district is a forward-thinking approach that will empower Bankside’s businesses and residents over the next five years and beyond.”

**Neil Constable, CEO
Shakespeare’s Globe**

“ Better Bankside resources have provided us with a platform within our local neighbourhood to be active members and contribute to its sustainability and growth. They are blooming marvellous! We look forward to our continued relationship with this well organised and productive organisation.”

**Glen Macfarlane, Director
Macfarlane and Associates**

“ Better Bankside is an invaluable asset to our business, helping us to connect and engage with our local community and promoting us to their audiences. We enjoy getting involved by contributing to different theme groups, and attending workshops and events. The Better Bankside programme continues to make our community one of the most exciting neighbourhoods in London.”

**Amelia Soro, Marketing Manager
Hawksmoor Borough**

“ Being a part of Better Bankside is fantastic. Whenever we have needed help and assistance, we have never been let down. Better Bankside has created a safe and clean environment and the social activities such as street gym and the lunchtime gardening club are enjoyed by many of our staff. Better Bankside is making that extra difference.”

**Geru Vaheesan, Financial Controller
Omnicom**

A VISION FOR BANKSIDE 2020-25



**VOTE YES FOR ANOTHER FIVE
YEARS OF BETTER BANKSIDE**

Bankside is a world class neighbourhood with a special character and a rich heritage.

Over the past fifteen years we have worked hard to shape our district, making Bankside a place where people are proud to work and want to spend time, and growing Bankside’s reputation as a place to invest.

Better Bankside is a Business Improvement District (BID), a partnership of local businesses, working closely with other community stakeholders to co-create a programme that benefits the whole neighbourhood and beyond.

Our vision for 2020-25 is a Bankside that is:
Resilient in uncertain climates,
Responsible in our local community, and
Revolutionary in leading innovations for the future.
This manifesto sets out what we will do to achieve this.

From April 2020, we propose to extend the BID boundary, welcoming more businesses into the Better Bankside community. The wider area will take in sectors of the community not currently represented, including four schools. We are committed to growing our neighbourhood to create a more diverse business network, a stronger unified voice and new opportunities for all.

Everything we do is about future sustainability – for our businesses, our people, our streets, spaces and environment, our community.

This November, businesses will be balloted on the continuation of Better Bankside. We are asking you to vote for another five years of Better Bankside and secure a strong future for our neighbourhood.



RESILIENT

SUCCESSFUL PLACES ADAPT TO CHANGE, WHETHER THAT BE IN THE REALM OF THE ECONOMY, POLICY, SECURITY, OR ENVIRONMENT.

Bankside is a place that has experienced constant reinvention, as a result, businesses here thrive.

A resilient neighbourhood is built on clean and safe foundations. We advocate for more investment into the areas we know are important to you and your business, from improved air quality to high quality public spaces, and better transport connections.

Our strength as a community is in our network. We foster a culture of collaboration, bringing businesses together by providing a range of opportunities for Bankside organisations and their people to interact and make connections. Growing our neighbourhood will provide a more diverse business network, a stronger unified voice and new opportunities.

A **safe and secure neighbourhood** is a top priority for Bankside businesses. Our team of uniformed wardens is closely linked to the borough police and play a vital role in the community, **reducing crime, promoting personal safety** and reassuring staff, visitors and residents. We will **target crime prevention** through a series of informative events, providing businesses and staff with the advice and support needed to keep themselves, their belongings and their property safe.

We understand the importance of being able to operate your business during an emergency situation. We will offer **business continuity training** and advice, helping you to keep operating regardless of outside influences.

Clean streets for all to enjoy are essential. Our current standards are high, on average we have a 97% pass rate on our independent environmental audits and will bring this level of cleaning to the wider BID area. We invest in an Enforcement Officer to **respond quickly** to issues such as fly-tipping.

Our team will clear snow and grit paths in the winter, and we will expand our severe weather plan to cover other extreme conditions ensuring **Bankside remains open for business all year round.**

A BANKSIDE WHERE BUSINESSES THRIVE

“Better Bankside offers support in the areas of greening, security, destination marketing and developing policy, which drives business and growth in the area. The dedication of the Better Bankside team is of great benefit to members and ensures a surfeit of local knowledge and expertise.”

Rose Harding, Development Director Southwark Cathedral



Our perks programme is an extension of your employee benefits package. A free local discount card, bike servicing, and events for your staff will provide added value for your membership and **support recruitment and retention.**

Understanding our audiences is of great value to businesses in Bankside. We will **invest in research to gain insight** into behaviours and motivations of visitors, the movement of people through the area, the demographic of the workforce and much more. All of our research will be published in our valued Bankside Insights document.

We are Bankside champions. We work hard to raise the profile of our neighbourhood, build on our reputation as a world class destination and encourage exploration throughout the whole area. Our marketing strategy will enable us to **reach new audiences, promote Bankside's offer** and communicate what's unique and special about the area.

RESPONSIBLE

BUSINESSES HAVE THE POWER TO DRIVE CHANGE. DEMONSTRATING SOCIAL PURPOSE IS AN EXPECTATION OF OUR CLIENTS, CUSTOMERS AND WORKFORCE.

Playing an active part in a diverse and healthy local neighbourhood can make us all stronger.

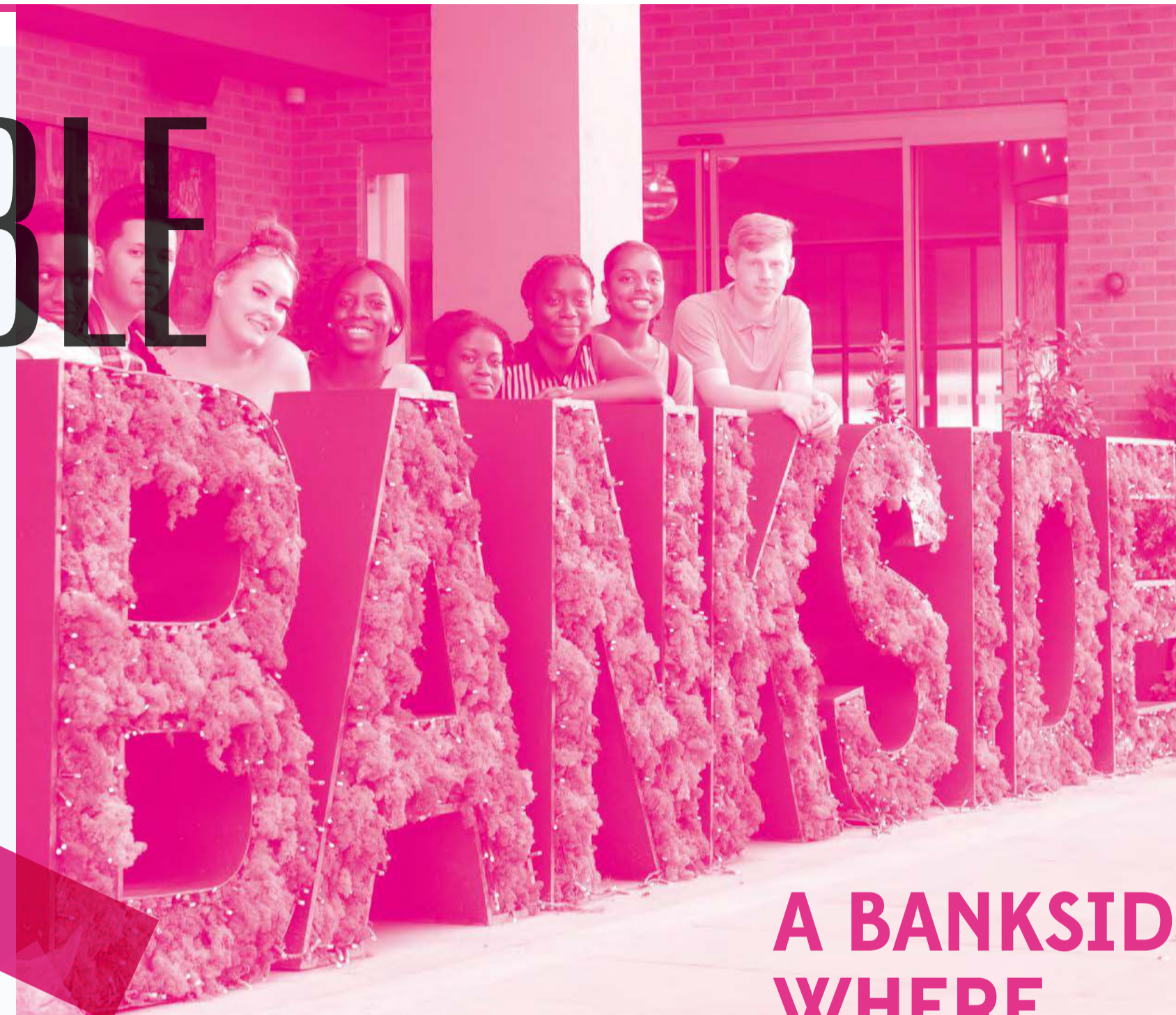
We promote good business practice, working with organisations to help them develop their corporate responsibility (CR) programmes, build meaningful connections with the third sector and support the local talent pipeline.

Many of our members do not have a dedicated CR resource to support their ambitions to be responsible businesses. We will **help businesses develop their CR programmes**, through bespoke guidance and by offering seminars and workshops on issues such as diversity and inclusion and ethical procurement.

We will **facilitate business and community connections**, helping you find a range of activities that address issues we know matter to you, from our annual Christmas gift appeal to building long-term strategic partnerships with local charities.

We are developing services that will **support the homeless**; getting people off the streets, into secure housing, back into work and helping them to access the care they need to support themselves.

We **care about the impact we have on the environment** and will work with our members to provide the tools and information needed to **reduce single use plastics** from your business.



A BANKSIDE WHERE BUSINESSES CARE

“Working with Better Bankside has enriched our volunteer programme. Their support in building our programme has not only allowed us to make a positive contribution to the area, it has also helped us to recruit new people to the business.”

**Sarah Friswell, COO
Red Ant**

Our **free recycling service** will evolve to collect more waste streams and create more ways to **save money while saving the planet**.

We are custodians for a sustainable public realm, our local knowledge brings forward **healthy streets** for people living and working in Bankside. We will deliver **new open spaces for everyone to enjoy**, creating places of exchange that support social interaction and provide room for nature to thrive through increased urban greening.

We are committed to **tackling the urban impact of freight** and congestion. We will support businesses to make simple changes that have a big impact on reducing your business' freight footprint.

More Banksiders are cycling to work, it's the smarter way to travel. From monthly bike servicing to cycle confidence training, a secure cycle park, on-street repair station and free bike loans, we will make it easier for people to commute by bike.

Recruitment is a growing concern for businesses. Our free recruitment service, EmploySE1 will broaden your pool of local candidates.

Young people are the workforce of the future. An extended BID area will present more opportunities to connect businesses with schools, helping local young people to develop the skills they need.

We care about the **wellbeing of your workforce**. Our programme will feature mental health first aid training, yoga sessions and a running club. The benefits of increased contact with nature are well-documented. We will provide **opportunities for local employees to actively engage with nature** through our lunchtime gardening sessions and Blooming Bankside Champions initiative.





REVOLUTIONARY

CITIES ARE EVOLVING. BANKSIDE IS CONSTANTLY PIONEERING NEW PROJECTS TO FUTURE-PROOF OUR NEIGHBOURHOOD.

We go beyond business as usual, piloting innovations from air quality initiatives to creative placemaking.

We've built a reputation as a trusted partner amongst agencies such as Transport for London and the Greater London Authority. Over the past five years we have levered in an additional £2.5m funding to test new projects that prove concepts and can be rolled out to benefit the wider Bankside area and beyond.

Our neighbourhood is home to a business community of early adopters who are willing to experiment in new ways of working.

We will continue to deliver ambitious transformative projects that **improve the quality of Bankside's network of streets and spaces**. The Low Line will be a world class walking route, resulting in enhanced access, connectivity, and public spaces, as well as improved economic prosperity through repurposing underused or empty arches and creating new jobs.

We will **transform hidden and underused spaces to improve connectivity and permeability** across the neighbourhood. Our Colourful Crossings lifted the experience of people walking on Southwark Street and we will continue to **innovate in the urban realm**.



“ We have seen a transformation in the area due, in no small part, to the efforts and energy of Better Bankside who, in collaborating with both local businesses and the wider community, have delivered pioneering urban realm projects that animate our streets and the fabric of our neighbourhood. They are a positive force for Bankside and our community.”

**Graham Morrison, Founder
Allies and Morrison**

A BANKSIDE WHERE BUSINESSES INNOVATE

We will **test new ideas and technology** in Bankside. Our micro waste consolidation project proved that we could significantly reduce the number of vehicle trips in the area through smarter waste collections. We will be extending this model across the wider footprint of the area.

We will innovate to **address local air quality and engage businesses to act to make a difference**. Our ground breaking research with King's College London proved the benefits of walking on quieter streets to reduce exposure to pollution. Activations on these routes, such as our metal box garden, encourage people to walk the green way.

Culture and creativity is in the DNA of our neighbourhood. Our **rich and diverse cultural programme** celebrates Bankside as 'London's Other Side' and generates global media coverage. Our events are designed with maximum opportunities for local business participation.



BUILDING ON

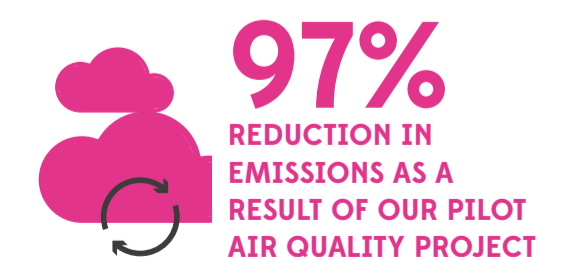
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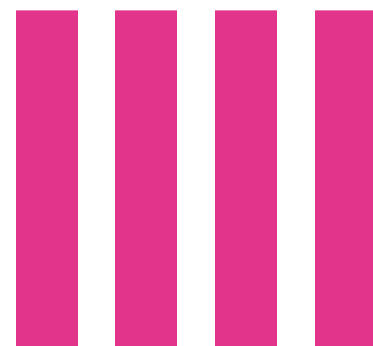
YEARS

OF

SUCCESS

Better Bankside was established in 2005, one of the first Business Improvement Districts in the country. From day one we've been working with you, our members, to shape our neighbourhood into the place you have told us you want it to be.





BETTER BANKSIDE IS LED BY YOU

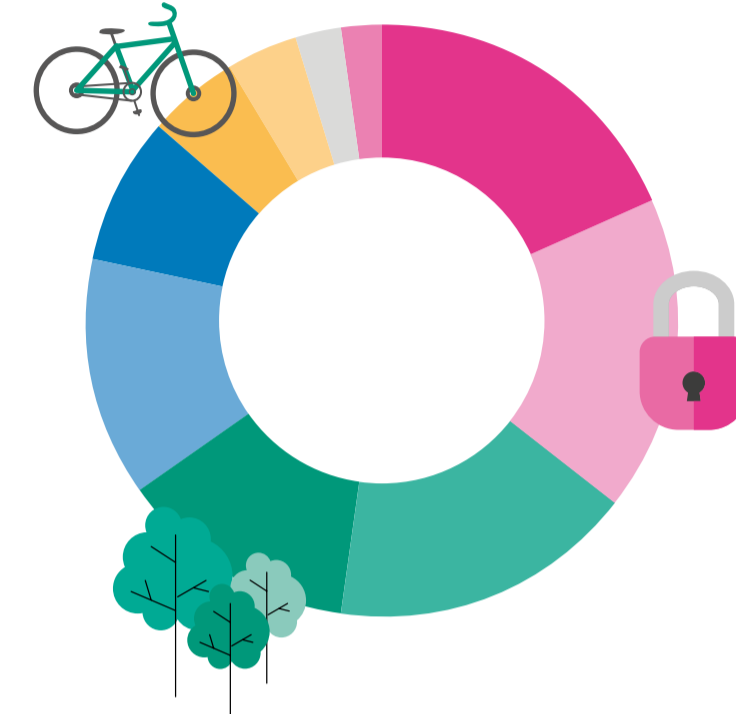
Our board of directors is made up of business leaders from Bankside organisations, along with other stakeholders including landowners, resident associations and public bodies.

Over 10% of our members are involved in our governance, representing a diverse spectrum of the Bankside business community.

1. **Donald Hyslop**
Tate Modern (Chair)
2. **Simon Fitzpatrick**
Boodle Hatfield (Vice Chair)
3. **Cllr Adele Morris**
London Borough of Southwark
4. **Amir Eden**
Living Bankside
5. **Christiane Jenkins**
London Councils
6. **Christine Baldwin**
Land Securities
7. **Darren Heneghan**
Borough Market
8. **Geru Vaheesan**
Omnicom
9. **James Clarke**
Hilton London Bankside
10. **Cllr Johnson Situ**
London Borough of Southwark
11. **Julian Grice**
12. **Laura Fenimore**
Transport for London
13. **Laurie Low**
Great Portland Estates
14. **Mike Hill**
Utobeer/The Rake
15. **Dr Susan Greene**
OTB Engineering

INVESTMENT IN BANKSIDE 2020-25

- Environmental Innovation 18.5%
- Security and Resilience 17%
- Area Promotion 16.5%
- Bankside Urban Forest 13%
- Core costs 13%
- Corporate Responsibility 8%
- Sustainable Travel 5%
- Bankside Business Network 4%
- Council charge 2.5%
- Contingency 2%



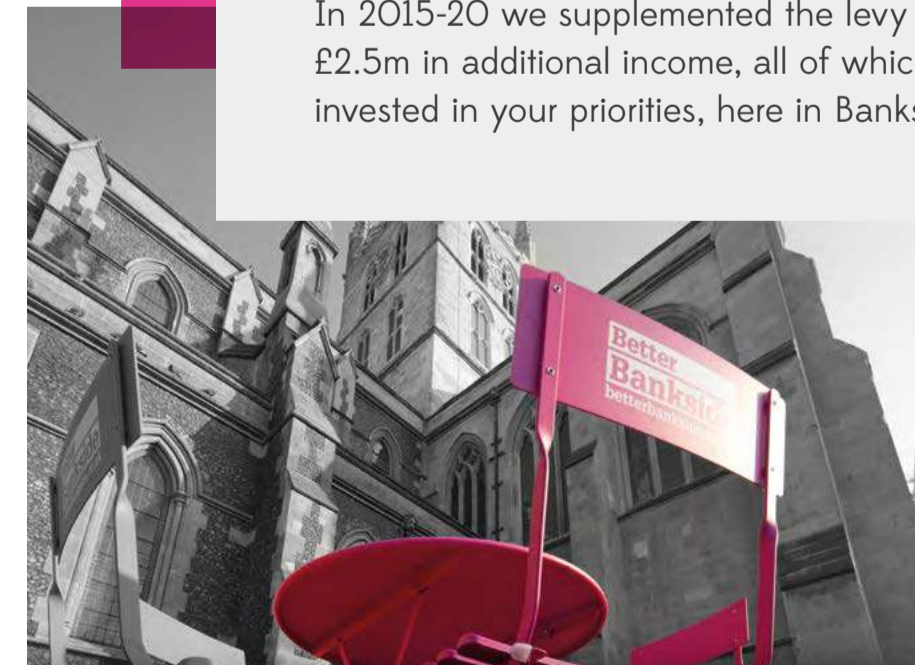
Better Bankside runs a five year business plan. Through delegating budgets to theme groups, populated by representatives from businesses, we encourage enterprising action whilst ensuring transparency, accountability and participation.

Full financial statements are available on our website, betterbankside.co.uk. If you would like further detail on the budget, we would be happy to discuss.

VOTE YES IN THE BALLOT TO SECURE INVESTMENT OF £11M INTO YOUR NEIGHBOURHOOD OVER THE NEXT FIVE YEARS.

From April 2020, the Better Bankside community will include almost 1,000 businesses, generating an annual levy income of £1,957,000.

We have a track record of leveraging in additional investment from grants and external organisations. In 2015-20 we supplemented the levy with £2.5m in additional income, all of which was invested in your priorities, here in Bankside.



THE NEED TO KNOW



Better Bankside is a Business Improvement District (BID), active in the area for over 15 years. We are an independent, not-for-profit company, limited by guarantee. Our services are additional to those delivered by the local authority and other providers.

We are funded and led by you, our member businesses. Over 10% of our members are involved in our governance through our board and theme groups. The eight theme groups manage and deliver elements of our programme, from security and resilience to corporate responsibility and destination marketing. Members are invited to join our theme groups to play a part in shaping these programmes.

Thanks to this constant dialogue with our membership, our programme continues to evolve in response to the needs of businesses that are based in Bankside today.

Every five years we ballot businesses to make sure they want the BID to continue in Bankside. At our last ballot in 2014, 88% of businesses voted yes.

GET INVOLVED

If you have a question we haven't answered, or if you'd like to make a difference in your neighbourhood we'd love to hear from you, 020 7928 3998.

WHY AM I BEING ASKED TO VOTE?

Every five years, businesses have the opportunity to vote on whether they want Better Bankside to continue. This ensures our programme of projects and services remains relevant to the membership.

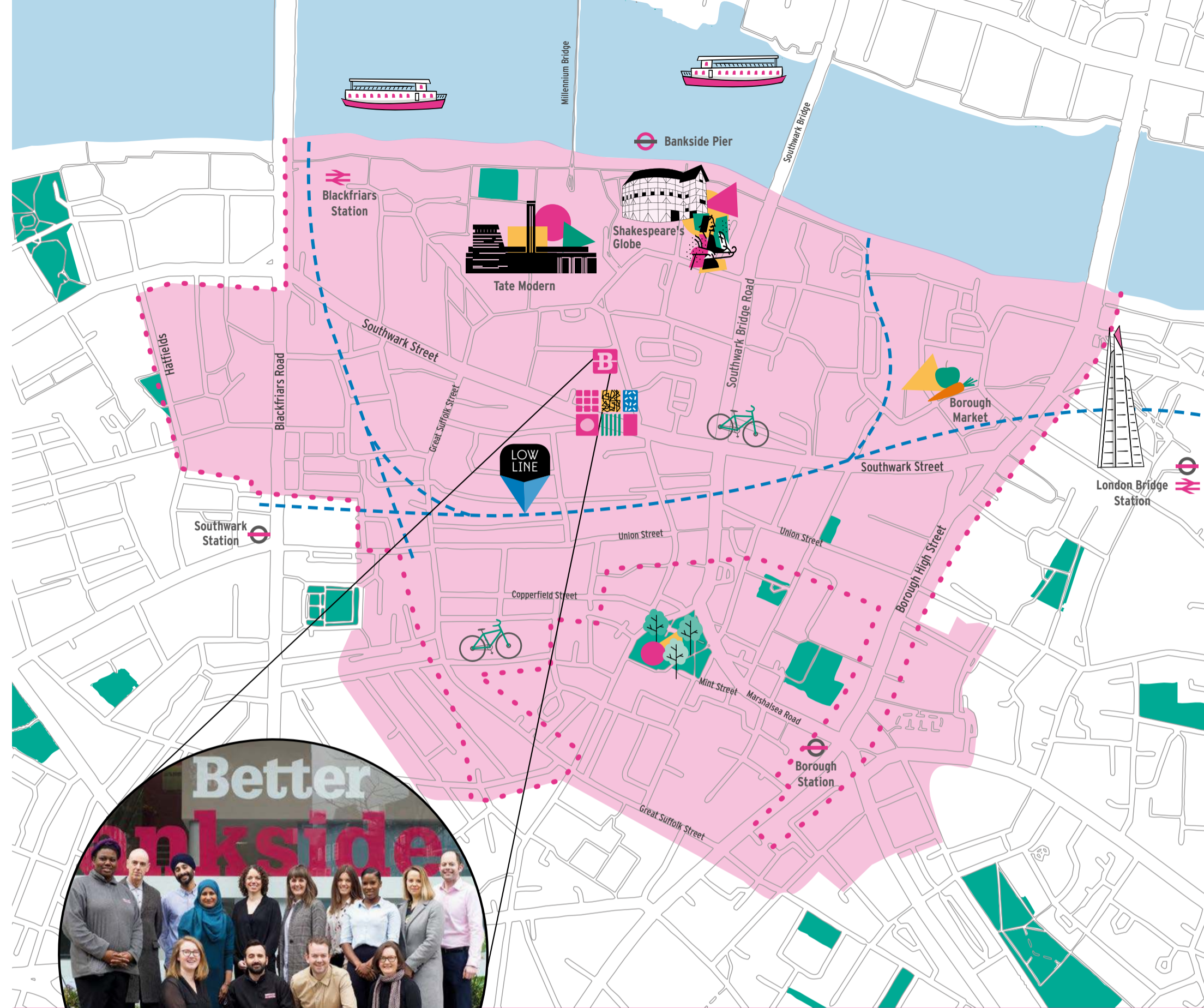
HOW MUCH WILL I PAY?

Businesses with a rateable value of £26,000 and over will pay 1.1% of their rateable value from April 2020.

HOW DOES THE BALLOT WORK?

At the end of October, your business will receive a voting paper for each hereditament (rateable property) that you occupy. If you want Better Bankside to continue for another five years, simply vote yes and return the paper before 28 November 2019. Voting yes in November is the only way our work and services will continue.

If a majority **VOTES YES**, our fourth term will start 1 April 2020.



THE BETTER BANKSIDE TEAM

From April 2020 the Better Bankside BID area will include almost 1,000 businesses and will cover the area from the riverside in the north, to Borough Station and along Great Suffolk Street in the south, and from Blackfriars Road and Hatfields to the west, and east beyond Borough High Street to Trinity Street.

Better Bankside area from April 2020

Better Bankside area to March 2020

2020 2025

KEY DATES

SEPT

Better Bankside 2020-25 proposal distributed to businesses

SEPT - OCT

The Better Bankside team will be in touch to set up a meeting to discuss our proposals

28 OCT

Look out for the post, ballot papers received by mail

29 OCT - 27 NOV

Businesses to complete ballot papers and return by post

27 NOV

Last day to post ballot papers back

28 NOV, 5pm

Ballot closes

29 NOV

Result announced

1 APR 2020

If ballot result is positive, Better Bankside's fourth term begins

Contact details

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by Chalk.co.uk

**Better
Bankside**



VOTE YES

