

2020
-2024



RENEWAL PROPOSAL

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FOREWORD

Kingston First was formed in 2005 and has been championing the business community of Kingston town centre ever since. We are now approaching the end of our third five-year term and, for our work to continue, we will be holding a ballot in May and June asking you to renew Kingston First for another five years.

Now firmly established as an important partner in the town centre, we have a track record of delivering a number of projects and services to benefit the commercial success of Kingston's business community. Over the past five years we have continued to save money for our members with free recycling, free training and business workshops. We have enhanced public spaces with seasonal planting, Christmas decorations and pavement deep cleaning. We have promoted the town through holistic marketing campaigns and lobbied on matters affecting you and your business.

Our thanks are extended to the Kingston First team who deliver our projects and services and to the voluntary board for its ongoing support. We are proud of our work and the positive impact and difference it makes to Kingston but there is plenty more to continue to do to ensure Kingston develops further as a successful, prosperous community and a wonderful place to work, visit, live and study in.

The plans we outline in this renewal proposal have been shaped by your feedback, your challenges and your collective ambition for Kingston.

We're excited to continue working with you into the next decade and with your support, we can collectively take on Kingston's future together over the coming five years.

Kirsten Henly, Chief Executive and Sam Eastwood, Chairman



KINGSTON INTO THE 2020S

Kingston has a long-established reputation as a retail, leisure and commercial hub, enjoying the advantages of an idyllic riverside location, as well as being conveniently located just 30 minutes from central London.

The town has proven its ability to adapt to the times and that has never been truer than today, with a number of projects in the pipeline that will shape the face of Kingston for the future. Multi-million pound investments that will see the development of over 25,000sqm of mixed-retail floor space, a significant new University building at their Penrhyn Road campus and almost 1,400 new homes in and around the town centre. These changes will transform our retail and leisure offer, bringing more people into the town centre to live, work, learn and socialise.

But Kingston has its challenges too. Changes in consumer habits, both in spending and footfall are affecting high streets up and down the country, and Kingston is not immune from this. Limited quality office and flexible working space has also been highlighted as a concern.

Kingston has strong foundations and is well placed to respond to the challenges it faces as well as make the most of the opportunities ahead. To remain competitive, we must continue to proactively manage, invest, plan for and deliver improvements.

Our plans within this document respond to both Kingston's opportunities and its challenges over the coming years. Together, we can secure a stronger future for the town.

“
KINGSTON FIRST HAVE BEEN A VITAL PARTNER IN THE ONGOING SUCCESS OF THE TOWN CENTRE FOR ALMOST 15 YEARS. THEY PROVIDE MANY PROJECTS AND SERVICES TO BUSINESSES AND ARE A STRONG, COORDINATED VOICE FOR ALL THE TOWN'S SECTORS. AS WE APPROACH A NEW DECADE, WE LOOK FORWARD TO CONTINUING OUR FULL SUPPORT FOR KINGSTON FIRST AND A PRIORITY FOR OUR PARTNERSHIP IS WORKING TOWARDS A SHARED STRATEGIC PLAN FOR KINGSTON.”

*Cllr Liz Green,
Leader of Kingston Council*

OUR ACHIEVEMENTS

OVER THE LAST FIVE YEARS WE HAVE:

INVESTED OVER £8 MILLION into the town centre

CREATED THE IN KINGSTON WEBSITE which receives 10,000+ visits a month

SET UP SOCIAL MEDIA ACCOUNTS across Twitter, Facebook and Instagram promoting the town to an audience of 15,000+

INTRODUCED FREE TRAINING and business workshops, attended by 500+ employees in two years, saving members over £57,000

INTRODUCED THE KEEP IT KINGSTON CARD offering 180+ discounts for employees and marketing opportunities for businesses to reach the 12,000+ cardholders

EXPANDED OUR TOWN CENTRE INSIGHT REPORT to include more businesses and share sales data and car parking occupancy

DEVELOPED NEW MAPS and pop-up street signage to help drive footfall to all areas of the town

INVESTED IN CHRISTMAS with new lights, tree and decorations

FUNDED THE REJUVENATION of Kingston's iconic 'tumbling telephone boxes'



ENHANCED PUBLIC SPACES WITHIN THE TOWN CENTRE, INCLUDING:

floral planting and hanging baskets, removing broken street furniture, painting railings - in addition to greenery and summer furniture in Ancient Market Place

INVESTED IN AN ELECTRIC-POWERED RANGER RESPONSE VEHICLE

allowing our team to access all areas of the town - without impacting the environment

8,000 TASKS a year responded to by the Ranger team

IMPROVED THE CHRISTMAS MARKET.

Now recognised as one of the top festive markets in the UK - generating £100,000s in PR value for Kingston

SAVED BUSINESSES an average of over £700 per year with a free recycling scheme

DEEP-CLEANED OVER 98,000M² of pavement every year



“ I’VE WORKED IN MANY TOWNS AND CITIES AND KINGSTON FIRST IS A FIRST CLASS BID AND REALLY IS THE GLUE WHICH BRINGS BUSINESSES AND POSITIVE TOWN CENTRE INITIATIVES TOGETHER. I’M LOOKING FORWARD TO SEEING THE TEAM CONTINUING THEIR WORK AND THE TOWN CONTINUING TO BENEFIT FROM THEIR EFFORTS. ”

Chris Luff
Store Manager, M&S

YOUR TOWN, YOUR THOUGHTS, YOUR KINGSTON FIRST

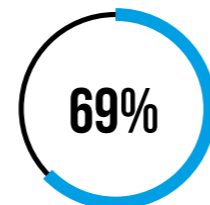
In setting out our vision for the future, we've undertaken extensive consultation and gained insights and opinions from members to shape our objectives and plans for the next five-year term.

HOW WE'VE LISTENED

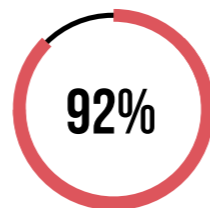
- All Kingston First members have received a consultation survey
- 100s of one-to-one meetings have taken place with business owners and managers
- We've had 100s of phone calls and e-mails with businesses sharing views and ideas
- We've e-mailed a consultation review providing initial findings for our fourth term business plan for feedback
- We've invited 1,000 people to take part in a consumer survey sharing town centre views

CONSUMER SURVEY RESULTS

We asked 1,000 customers and visitors about their views of and experience in Kingston.



69% said cleanliness in Kingston was good or very good



92% said safety and security was good or very good

TOP THREE IMPROVEMENTS RESPONDENTS WOULD LIKE TO SEE IN KINGSTON:

- More planting and greenery
- Better public spaces
- Cultural and historical experiences

MEMBER SURVEY RESPONSES

Through the consultation survey, we asked you to tell us how valuable our current work and activity is to you and your business.



YOUR PRIORITIES FOR A FOURTH TERM

You identified the following priorities that you would like to see addressed in our next five-year business plan:

1. Working with partners to improve access and connectivity into and around the town centre, including: car parking, signage and public transport.
2. Representing the business community and lobbying on important issues, including: Crossrail2, business rates, town centre issues.
3. Improving the experience of town centre streets and spaces, such as: quality paving, street furniture, streetscaping, improving air quality, clean and attractive streets.
4. Promote Kingston as a destination, including: coordinating community events, driving tourism, place marketing.
5. Working with partners to deliver initiatives which support a safer town centre, including: collaborating with Metropolitan Police, Pubwatch, RadioLink and additional security.
6. Providing additional business support opportunities, such as: business networking events, training and skills, cost savings, employee health and well-being initiatives.

PUTTING KINGSTON FIRST FOR ANOTHER FIVE YEARS

**FOLLOWING EXTENSIVE CONSULTATION,
OUR BUSINESS PLAN FOR THE NEXT
TERM WILL COVER FOUR THEMES:**

**1 ATTRACTIVE STREETS
& SPACES**

**2 MARKETING
THE TOWN**

**3 SUPPORTING
& INFORMING**

**4 INFLUENCING
& REPRESENTING**

1 ATTRACTIVE STREETS & SPACES

From enhancing public spaces to safety and sustainability, we aim to create a vibrant and welcoming town centre, appealing to visitors, employees and residents alike.

OUR PLANS FOR THE NEXT FIVE YEARS INCLUDE:

ENHANCING NAVIGATION AND CONNECTIVITY

Through the consultation, you identified the need for improved access and connectivity into and around Kingston town centre as a priority. We will invest in wayfinding initiatives to improve navigation across the town centre. Improved car parking signage and pedestrian wayfinding will encourage footfall and people's ability to find and access all areas of the town.

AN ATTRACTIVE AND WELCOMING TOWN CENTRE

Clean and vibrant streets are fundamental to building a positive perception and experience in the town. Kingston First contributes significantly to ensuring the town looks and feels attractive, clean, safe and welcoming throughout. Over the next five years, we will continue to deliver seasonal planting and town dressing to bring much-needed colour and decoration to the streets. We will also expand our deep cleansing of Kingston's streets to more areas of the town centre more often and ensure we are responding to day-to-day business issues and concerns.

INVESTING IN OUR ENVIRONMENT

Air quality and environmental sustainability is a key concern for our members and their staff, clients and customers. We will explore new opportunities to add engaging greenery to our streets and spaces, for example, through small and pop-up parklets, and temporary installations. In addition, we will increase our work with partners and investigate schemes that contribute to improving air quality in the town centre.

200+

hanging baskets and floral displays installed each year





MARKETS AND MARKET PLACE MANAGEMENT

The Ancient Market Place is the jewel in Kingston's crown – a place of historic importance, which to this day, remains the vibrant heart of the town centre and an invaluable asset that draws a huge number of people to Kingston every year.

As managers of the space, we work hard to ensure it continues to drive footfall and increases visitor dwell time, adding vibrancy to the town and setting it apart from other town centres. Over the next five years and working with the traders, we will aspire to be a plastic-free market, supporting the town's wider sustainability agenda.

We will continue to support local community groups, hold events in the space and provide opportunities to promote your business – whilst working with Kingston Council on the long-term development of the space, market stalls and Market House itself.

98,000M²

Pavements cleaned every year

“ A CLEAN AND ATTRACTIVE ENVIRONMENT TO WORK IN AND WELCOME PEOPLE TO IS ESSENTIAL FOR ALL OUR BUSINESSES. THE ADDITIONAL WORK THAT GOES INTO EXTRA CLEANSING, EXTRA GREENERY, INVESTING IN THE LOOK AND FEEL OF KINGSTON, IS INVALUABLE. ”

Abi Dar,
Office Manager,
Yellow Zebra Safaris

MARKETING THE TOWN

Promoting Kingston and all it has to offer, we will deliver year-round marketing support through tactical campaigns and cultural experiences.

OUR PLANS FOR THE NEXT FIVE YEARS INCLUDE:

“ KINGSTON'S CHRISTMAS EXPERIENCE IS WONDERFUL FOR OUR CUSTOMERS AND OUR STAFF, TOO. THE TOWN'S CHRISTMAS LIGHTS, THE LIGHTS SWITCH ON EVENT, THE MARKET AND PROMOTIONAL WORK ARE ALL GREAT. ”

Rebecca Barr, Owner, Milano Barbers

MANAGING KINGSTON'S CENTRAL ONLINE PRESENCE

Now the top-ranking site for everything going on in the town centre, the In Kingston website attracts over 125,000 visits a year and our social media following is now over 15,000. We will continue to enhance and promote the In Kingston website as the 'go to' source for everything in Kingston. We are planning regular online editorial content that spotlights various business sectors, seasonal events and campaigns – along with a new business directory that provides a free marketing platform for all businesses to promote themselves. We will invest in more high profile, pop-up installations to encourage social media engagement and use our social channels to raise awareness and promote Kingston's diverse offering.



LONDON'S BEST CHRISTMAS DESTINATION OUTSIDE OF THE WEST END

Kingston is renowned as a destination of choice over the festive period with its wealth of shopping opportunities, food and entertainment options and, importantly, the Christmas market - which is commonly listed as one of the top markets in London and the UK. We will build on this recognition; further enhancing the quality and experience of the Christmas market and bolstering activity to drive footfall in this key period, as well as investing in new town-wide Christmas lights and decorations.

CELEBRATING KINGSTON'S HERITAGE AND CULTURE

As the UK's oldest Royal Borough, Kingston's rich 1100-year heritage is interwoven into the fabric of the town, from our idyllic river to sites of historical interest around every corner. These unique assets can be utilised to provide a platform for driving community engagement and reaching new audiences. We will continue the distribution of printed maps and explore opportunities to develop town-wide cultural and historical discovery trails. Following on from the success of the 'Streets of History' exhibition, we will invest in more public exhibits and installations to activate public spaces and showcase art, history and culture. Our collaborations with community and cultural organisations will continue, and we will explore more opportunities to provide experiences that enliven and activate the town centre.



15,000+
followers on social media

CAMPAIGNS AND PROFILING

Promoting the town's diverse offering will remain a strong focus. We will continue to deliver key campaigns that ensure we're maximising the peak periods and encouraging footfall during quieter periods of the year. We will invest in regional advertising and increase our use of digital tactics to reach targeted audiences, along with profile-raising activities such as Kingston Children's Literary Festival and regular favourites such as 'Thumbs up it's Thursday'. We will also introduce tactics to engage with new audiences such as town-wide student welcome week opportunities and more seasonal campaigns for Easter and Halloween.

SECTOR SPOTLIGHTING AND SUPPORT

We will continue to shine a spotlight on Kingston's unique offering with targeted, sector-specific campaigns such as independent retail, evening and night time economies and inspire and celebrate the best of the town's business community through continuing to deliver the annual Kingston Business Excellence Awards.





SUPPORTING & INFORMING

From driving down costs, to consistent communication, we will provide continued support and insight to Kingston's business community.

OUR PLANS FOR THE NEXT FIVE YEARS INCLUDE:



WITHOUT A DOUBT, OUR BUSINESS IS SAVING HUNDREDS OF POUNDS PER YEAR WITH THE FREE DAILY RECYCLING SERVICE

Nika Broka,
Store Manager, Reiss

SAVING YOU MONEY

We are committed to providing cost-saving initiatives for you and will continue to explore new ways to deliver savings off your bottom line. We will maintain a free recycling service, providing five years' worth of free recycling for Kingston First members alongside a discounted trade waste service. We will work with partners to secure car parking cost reductions for employees and continue with the development and expansion of our free training programme, hosting sessions on subject areas such as First Aid and Fire Marshal training, as well as insightful and inspiring seminars on employee well-being, motivation and employment law.



SAFE AND RESILIENT

Providing a safe, resilient and welcoming environment is a major part of what we do. 92% of visitors recently surveyed said Kingston felt very safe or safe, but we know there is still more to do to support you.

Working together with you and our partners, we want to ensure that Kingston continues to be one of London's safest boroughs, and that people feel safe when they visit and work here. We will continue to assist with the delivery of Pubwatch, online reporting and data sharing to keep business managers in touch. We will oversee the introduction of digital radios and build on our trial of Street Marshals to deter crime during the day and into the evening. And we will continue our work with key partners Kingston Council, the Metropolitan Police and Kingston Churches Action on Homelessness to support vulnerable people in the town.

KEEP IT KINGSTON CARD, WORKSHOPS & EVENTS

Keep it Kingston was established to support the town centre economy and it works on two simple pillars:

- To provide a marketing platform for all businesses in the town to promote their products and services to the town's 20,000+ workforce
- For that workforce to enjoy the exclusive benefits of working in the town with multiple offers and discounts to help save them money

Developing this initiative further, we will invest in an app to make the scheme easier to use and allow for greater promotion of offers through push notifications and improved search functionality.

Alongside this, we will work to build a community amongst Kingston's businesses and workforce and support cross-sector engagement through exclusive Keep it Kingston social events and networking opportunities.

12,000+

Keep it Kingston cards distributed since the scheme launched in 2017



4 INFLUENCING & REPRESENTING

We will continue to be the voice that represents the business community and a catalyst for change in Kingston town centre.

OUR PLANS FOR THE NEXT FIVE YEARS INCLUDE:

KINGSTON TOWN CENTRE VISION

With new, transformational developments in the pipeline for Kingston, we will work with the Council, property owners and our partners to deliver a shared strategic vision and plan of action for the town. This will ensure that business views are represented and championed in future planning and in the opportunities that will come forward for the town, as well as guide how we plan to tackle challenges and changes in our town. We will also use this plan as a platform to bid for additional funds to support town centre competitiveness.



YOUR TOWN – YOUR VOICE

Our dedicated team is here to represent and support your business with all issues; from business rates and town centre safety, to environmental issues and traffic. Working together, we are an influential collective voice. With your support, we can continue to represent, lobby for and champion your interests and continue the careful and coordinated management of the town centre.



KINGSTON FIRST NEEDS TO CONTINUE TO BE A VOICE INFLUENCING THE FUTURE STRATEGY FOR KINGSTON AND PLANS TO IMPROVE ACCESSIBILITY AND CONNECTIVITY ARE IMPORTANT PROJECT AREAS FOR TOWN CENTRE ORGANISATIONS.



*Jennifer Edwards,
Director of Public Affairs, Kingston University*

WORKING IN PARTNERSHIP

As a dedicated, democratic voice for Kingston, we are able to represent a coordinated viewpoint of over 750 town centre businesses. We will work closely with Kingston Council, the Metropolitan Police, our MP and property owners, as well as national industry bodies, to champion your interests and work in partnership to resolve local concerns.



KEEPING YOU INFORMED WITH INSIGHTS AND DATA

An important part of our role is to arm our members with the valuable insight they need to make informed business decisions. Through emails, newsletters, annual reports and meetings, we will maintain communication and encourage collaboration, keeping you updated with town and business community news.

We will expand our data collection to provide the go-to source of data and insight on Kingston town centre, from footfall to car-parking. Alongside this, we will invest in professional consumer data and research, providing a one-stop-shop for Kingston town centre insights.



GOVERNANCE & MANAGEMENT

KINGSTON FIRST - A BUSINESS IMPROVEMENT DISTRICT

A Business Improvement District (BID) is a defined area within which businesses and organisations work together to create a plan and co-invest into additional projects and services which benefit their area.

Governed by legislation, BIDs operate over a set term, usually five years, at the end of which a renewal ballot may be held. During the term of the BID, all businesses in the defined area are required to pay a levy to see the projects and services set out in a democratically endorsed business plan delivered. Out of the 300+ BIDs across the country, Kingston First was the first BID in the UK and has

been operating for 14 years. We represent around 750 town centre businesses and organisations and have built up a strong track record of successfully delivering improvements, projects and services during this time. We are seeking a renewal for our fourth term, 2020-24, through a renewal ballot from 30 May to 27 June 2019.

GOVERNANCE & MANAGEMENT

Kingston First is a company limited by guarantee and is not-for-profit. It has a board of directors who represent the town centre's business and community sectors, including Kingston Council.

They are elected annually based on their skills and experience and give their time on a voluntary basis. The board meets at least quarterly, and is responsible for overseeing the successful delivery of the business plan and good management and governance of the Company.

The Kingston First team is a dedicated, experienced and professional team led by the Chief Executive. They are responsible for delivering the business plan, its projects and services.

Throughout the term, we will produce an annual report and audited annual accounts for each financial year. These will be available publicly to members and presented at an annual meeting.

To find out more about Kingston First's board of directors and the team, please visit our website.

Kingston First will enter into Operating and Baseline Agreements with Kingston Council for the duration of the term. These documents are available on our website.

REPORTING OUR PROGRESS TO YOU

We will keep you updated with our news, results and progress in a number of ways:

- Monthly emails
- Printed newsletters
- Annual/biannual 'Your Views' business survey
- A well-managed and clear website
- Regular project events
- Annual meetings, annual reports and audited accounts
- Regular meetings with the team, one-to-ones and in sector forums

OUR BOUNDARY

We operate within the boundary shown on the map below which includes the following streets, either in whole or in part. Please also see our website for more information.



Adams Walk	Jerome Place
Alderman Judge Mall	Kent Road
Apple Market	Kings Passage
Ashdown Road	Kingston Hall Road
Bath Passage	Lady Booth Road
Bishops Hall	Market Place
Brook Street	Milner Road
Castle Street	Nipper Alley
Charter Quay	Old London Road
Church Street	Penrhyn Road
Clarence Street	Ram Passage
Cromwell Road	Richmond Road
Crown Arcade	Riverside Walk
Crown Passage	Skerne Road
Dolphin Street	South Lane
Down Hall Road	St James' Road
East Lane	Steadfast Road
Eden Street	Thames Side
Eden Walk	Thames Street
Emms Passage	The Bittoms
Fairfield North	Union Street
Fairfield Road	Vicarage Road
Fife Road	Wadbrook Street
Griffin Centre	Water Lane
Grove Crescent	Weston Park
Harrow Passage	Wheatfield Way
High Street	Wood Street
Horse Fair	

BUDGET

OUTLINED BELOW IS OUR FIVE YEAR FINANCIAL FORECAST

INCOME (£)	2020-21	2021-22	2022-23	2023-24	2024-25	Total Budget	Proportion
Levy	914,500	941,500	969,000	996,000	1,016,500	4,837,500	61%
Additional Public & Private Sector Contributions	183,000	188,500	194,000	200,000	206,000	971,500	12%
Commissioned Services	409,000	421,500	434,000	447,000	460,500	2,172,000	27%
TOTAL INCOME	1,506,500	1,551,500	1,597,000	1,643,000	1,683,000	7,981,000	100%

EXPENDITURE (£)	2020-21	2021-22	2022-23	2023-24	2024-25	Total Budget	Proportion
Attractive streets & spaces	365,000	372,000	379,000	386,000	393,000	1,895,000	23%
Marketing the town	361,500	368,500	375,500	382,500	389,500	1,877,500	23%
Supporting & informing	185,000	188,000	191,000	194,000	197,000	955,000	12%
Influencing & representing	45,000	46,000	47,000	48,000	49,000	235,000	3%
Overheads	200,000	204,000	208,000	212,000	216,000	1,040,000	13%
Commissioned Services	377,500	382,500	387,500	392,500	397,500	1,937,500	23%
Contingency	45,000	46,500	48,000	49,500	50,500	239,500	3%
TOTAL EXPENDITURE	1,579,000	1,607,500	1,636,000	1,664,500	1,692,500	8,179,500	100%

Net	-72,500	-56,000	-39,000	-21,500	-9,500		
Brought Forward	200,750	128,250	72,250	33,250	11,750		
Total Surplus/Deficit	128,250	72,250	33,250	11,750	2,250		

NOTES

- A levy collection rate of 98% is assumed based on previous years' experience. A discretionary inflation rate of 3% has been included on the levy from 2021.
- Additional public and private sector contributions are estimated based on previous years' agreements.
- Through a separate agreement with Kingston Council, commissioned services include responsibility for the management of the Ancient Market, Monday Market and commercial spaces in the town centre. Agreements to confirm this arrangement will be made before commencing the new term in 2020.
- Contingency is 3% of total income.
- Overheads include non-project staffing, office accommodation, IT, levy collection charges, legal and accountancy costs associated with the running of the company.
- All new allocation of funds from the contingency budget and/or variations of budget allocations will be reviewed and decided by the Board.

THE LEVY RULES

1. The BID levy rate will be charged at 1% of the rateable value as at 1 January 2020 based on the 2017 Rating List.
2. All new hereditaments entering the Rating List after 1 January 2020 will be levied based on the prevailing list at the start of each chargeable year.
3. The levy will be charged annually in advance starting on 1 January 2020. There are no exemptions and no other refunds will be provided.
4. For each subsequent chargeable year, the levy will be charged as at 1 January based on the 2017 Rating List values, or the rateable value of new hereditaments entering the list.
5. The BID levy may increase by an annual inflationary factor of up to 3% (i.e. the levy may increase to 1.03% from 2021 and so on). It will be at the Board's discretion whether to apply the inflation factor each year.
6. The BID levy will be applied to all businesses within the defined BID area, provided they are listed on the National Non-Domestic Rates List as provided by Kingston Council.
7. Vacant properties, or those undergoing refurbishment or being demolished, will be liable to pay the BID levy by the registered business ratepayer, who may be the property owner. In this event, the registered business ratepayer will be entitled to vote in the BID ballot.
8. Kingston Council or their appointed agent are the only authorised bodies able to collect the BID levy on behalf of the BID company.
9. VAT will not be charged on the BID levy.
10. The BID term will be five years from 1 January 2020 – 31 December 2024.

NOT SAYING YES MEANS...

Having been an integral part of the town centre's business community for over 14 years, it's easy to forget just what Kingston First delivers for you and the town.

A NO VOTE WOULD MEAN LOSING KINGSTON FIRST, THE SERVICES WE OFFER AND THE INITIATIVES THAT WE MANAGE. THAT MEANS:

NO FESTIVE CHEER.

All town Christmas festivities are funded by Kingston First, so there would be no lights or decorations, no tree and no Christmas market.

NO KEEP IT KINGSTON CARD.

No platform for promoting your business to thousands of Kingston staff and no discount benefits for your employees.

“THE KEEP IT KINGSTON CARD IS AN EXCELLENT INITIATIVE, OUR STAFF LOVE IT AND ARE ALWAYS USING IT ACROSS THE TOWN CENTRE!”

Paul Webber, FM Manager, Unilever



NO BUSINESS SUPPORT SERVICES.

There would be no dedicated team championing your interests, no provision of town centre insight data and no representative voice to fight your corner.

NO INITIATIVES TO HELP SAVE YOU MONEY.

Without the BID's funding, there would be no free recycling service, no car parking discounts and no free training workshops.

NO MARKETING SUPPORT.

All town marketing is coordinated by Kingston First, so there would be no In Kingston website, no social media and no sector marketing support to shine a spotlight on the town's businesses.

NO COLOUR TO THE STREETS.

There would be no planting, floral enhancements or hanging baskets, no street dressing, bunting or pop-up signage and no deep cleaning of the pavements.



IF KINGSTON FIRST IS NOT SUCCESSFUL IN THE BALLOT, ALL CURRENT ACTIVITIES AND SERVICES WILL CEASE AT THE END OF 2019 AS THERE IS NO OTHER ORGANISATION TO DELIVER THESE PROJECTS, SERVICES AND BENEFITS ON YOUR BEHALF.

VOTE YES TO KEEP KINGSTON FIRST

YOUR VOTE

BETWEEN 30 MAY AND 27 JUNE 2019, YOU WILL BE GIVEN THE OPPORTUNITY TO VOTE TO RENEW KINGSTON FIRST FOR ANOTHER FIVE-YEAR TERM.

Each rateable business property, known as a hereditament, is entitled to one vote. Businesses occupying more than one hereditament will get a vote for each property they occupy.

The result will be announced on Friday 28 June 2019 and if successful, we will continue to work on your behalf through to 31 December 2024. To be successful, the following two criteria must be met:

1. A simple majority by number of those voting must be in favour
2. Those voting in favour must represent the majority of rateable value of those voting

KEY DATES



8 MAY 2019
NOTICE OF BALLOT ISSUED BY ERS



30 MAY 2019
VOTING OPENS
BALLOT PAPERS WILL BE POSTED TO YOU BY ERS



27 JUNE 2019
VOTING CLOSSES AT 5PM.
PAPERS RECEIVED AFTER THIS TIME WILL NOT BE COUNTED



28 JUNE 2019
RESULT ANNOUNCED

GET IN TOUCH

For further information about Kingston First or the renewal ballot, please don't hesitate to get in touch with the team.

T: 020 8547 1221

E: info@kingstonfirst.co.uk

kingstonfirst.co.uk

3rd Floor Neville House

55 Eden Street

Kingston upon Thames

KT1 1BW

Company registered in England No: 3838618