

# YOU CAN MAKE A REAL DIFFERENCE IN 2018

A Voice for business. A vision for the community. A future together.





# WELCOME

inStreatham is a Business Improvement District (BID), a not-for-profit organisation created by local businesses. The BID was voted for in 2013 and the annual levy is paid by local businesses until 2018. Everything we deliver is completely additional to the work of Lambeth Council and the income we raise will only ever be spent in Streatham.

In 2013 the inStreatham BID was overwhelmingly approved by 79.66% of voters and achieved an 84.77% vote in favour by rateable value. All local businesses with a rateable value over £7,000 have the opportunity to vote.

**Vote YES for five more years of success inStreatham.**

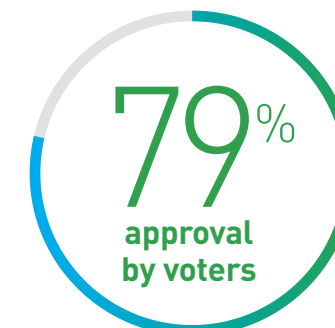


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**#InStreathamTogether**  
[www.instreatham.com](http://www.instreatham.com)

# STREATHAM: AN EXCITING FUTURE FOR ALL...



Oli Osibo  
Chair, inStreatham



## What a fantastic difference five years can make.

Every day Streatham is getting noticed in new and exciting ways. We are part of a dynamic new conversation, a role model for local regeneration and a trail blazer for business development in London.

We are writing a new chapter in Streatham's success story and we're proud that local businesses and the BID are working together to build an even brighter, more profitable and attractive community for all to enjoy.

We've had a productive and successful five years and now it's time to vote for a second BID term. We want to achieve even more beyond 2018, but without your support, we can't support you.

### Our plans include:

- Even more momentum to drive business success.
- Continuing to build Streatham's growing reputation as an attractive destination.
- Greater investment in projects that strengthen community spirit and pride.
- Shouting even louder about Streatham with more marketing, events and reasons to celebrate our community.
- Even more businesses coming together to build an exciting future for all.

In 2018, your vote will help us to continue the great work of inStreatham and keep up this positive momentum for another five years with a further investment of £1.25 million thanks to local businesses like you.

This is your chance to make an even bigger difference. Let's invest in another five years of achievements together.

"HAVING UNDERGONE A REBIRTH IN RECENT YEARS, THIS SOUTH LONDON NEIGHBOURHOOD IS AN INCREASINGLY ATTRACTIVE ALTERNATIVE TO CLAPHAM, BRIXTON AND DULWICH."

Anthea Masey,  
Evening Standard Homes & Property



# A VOICE FOR BUSINESS

In 2013, we had big ambitions for Streatham.

A vision for change driven by confidence, belief and a real passion for Streatham.

Average money saved per business  
**£329**

**20%**  
less  
shoplifting

**To achieve these goals, we laid out ten commitments:**

- Support local businesses.
- Improve the quality and variety of shops.
- Provide marketing support.
- Help businesses save money.
- Improve toilet facilities.
- Tackle crime.
- Promote our night-time economy.
- Improve traffic and pedestrian environments.
- Review town centre parking provision.
- Create better signage.

InStreatham also committed to hold the police, Council, TfL and others to account on behalf of local business and ensure that a proper level of service is maintained for all.

**NOTE:**

InStreatham can only deliver services that are in addition to those already paid for through business rates.



"AS A NEW BUSINESS OWNER IN STREATHAM THE FREE RECYCLING SERVICE OFFERED BY INSTREATHAM HAS MADE A HUGE DIFFERENCE IN BOTH OUR COSTS AND OUR CONTRIBUTION TO HELPING PROTECT OUR ENVIRONMENT. WE PARTICULARLY LOVE IT, THAT WE CAN RECYCLE OUR COFFEE BEANS."

Jeanette Batchelor,  
Batch & Co



# A VISION FOR THE COMMUNITY

## How has inStreatham worked for all?

### ○ Five years of successful projects.

Delivered with BID investment and additional funds raised by the BID team.

### ○ A voice for you.

A board of 15 committed volunteers.

### ○ Investing in your future.

BID injected £250k worth of additional funds into Streatham on top of the £1.25m invested by our businesses.

10

yearly  
events

35k

'Shop In Streatham'  
magazines  
delivered

## Smarter. Greener. Cleaner

- High street pavements deep cleaned and jet-washed for first time in 11 years.
- Colourful high street banners to welcome visitors and residents.
- Hanging baskets and planters create a more attractive environment for local shoppers.
- Empty shop front shutters transformed with BEEP STUDIO artworks to celebrate famous Streathamites.
- The Gracefield Gardens public toilets with disabled & baby change facilities make shopping more practical.
- The free business recycling and 'Make it Cheaper' schemes helped 168 businesses save 197 tonnes of CO2 and £329 (average per business) per year.
- Additional police officers, funded by the BID, now patrol the town centre. Shoplifting has reduced by 20%.
- The completed central reservation works make both sides of the street more accessible to shoppers.
- The Streatham Street Manual helped the BID identify investment projects, aid high street renewal and address the social, spatial and economic possibilities for Streatham.

## Establishing 'Destination Streatham'

- Streatham has an amazing events programme that has received funding from the BID; the Streatham Festival, Free Film Festival, RookFest, Love Streatham Family Fun Day, Little BIG Peace event and Kite Day, to name a few.
- InStreatham delivers the hugely successful Streatham Food Festival supporting our Night-Time economy. In 2017, 36 restaurants took part. The most ever!
- The BID funded Christmas lights and trees bring the community together and create extra media attention.



## Marketing For You

- The glossy 'Shop In Streatham' magazine reached 35,000 homes twice a year.
- Investment in the 'Streatham Business Awards' and a video to promote Streatham helped us celebrate our outstanding local businesses, entrepreneurs and attract new funding.
- The inStreatham website is now a strong voice for business and the newsletter keeps local businesses informed six times a year. We now have over 3,000 Twitter followers!

**We are proud of these achievements,  
we hope you are too.**

**"IN FIVE YEARS, INSTREATHAM BID HAS HELPED MY BUSINESS A LOT; IMPROVING THE IMAGE OF THE HIGH STREET, GETTING BUSINESS OWNERS TOGETHER, BEING AN INTERMEDIATE WITH COUNCIL, AND OTHER ORGANISATIONS, ORGANISING EVENTS AND FIGHTING FOR BUSINESS RIGHTS."**

**Javier Moreno,**  
Cafe Barcelona



# A FUTURE TOGETHER

There is still so much more we can do together. With your support, we can create an even bigger and brighter future for Streatham in the next five years.

- **Let's continue the momentum.**
- **Invest in even more improvements that benefit us all.**
- **More positive change. More investment. More recognition for our great town.**

## 'Destination Streatham'

- Focus on marketing to generate buzz, excitement and positive media attention around the town and events.
- Take 'Destination Streatham' Pan-London. Promote Streatham across Greater London to attract even more visitors, businesses and shoppers to our vibrant town.
- Greater support for 'Streatham Village' regeneration including painting above shop fronts to enhance architectural features.
- Destination Streatham, you are here! Stylish way-finding and signage designed by local artists.
- Safer, cleaner roads for all. BID will lobby for green buses and 20mph speed limits.
- Progress the look of the high street. Help and incentivise businesses to look better, trade in better ways and to keep shop fronts clean.
- Continue recycling services and cleaning services to stay on top.
- Lobby TfL for improved bus provision East to West to encourage local shoppers and revellers from neighbouring areas such as Balham and Norwood.

## Shop Streatham

- Listen to local needs. Commission consumer research to find out what our residents really want.
- Shopper insights. BID will capture demographic data to analyse who goes where to shop and why.
- Curate the high street. Engage more with landlords and leaseholders to improve the retail environment and increase diversity.
- Greater retail diversity. Work with start-ups, support new businesses and encourage businesses that meet the needs of Streatham residents.
- Seek to attract the High Street Chains that help give the high road an upmarket feel.



## Celebrate Streatham

- Excite people about our rich heritage, green spaces (Streatham Common, Streatham Green & Rookery), great schools and stunning architecture e.g. the Dyce Fountain and our high street buildings.
- The BID will grow the annual festival and event programme; more cultural and creative events, more footfall.
- Increase entertainment, arts and theatre in Streatham with investment and support.
- The inStreatham team will forge closer links with community leaders and work even harder together to change old perceptions of Streatham.



“INSTREATHAM HAS BEEN ABLE TO ACHIEVE SOME OF THE THINGS THE LOCAL COUNCIL COULD NOT AFFORD, MAKING OUR HIGH ROAD MORE ATTRACTIVE AND MODERN. THIS ATTRACTS MORE HOUSE BUYERS TO STREATHAM, INCREASES LOCAL SPENDING POWER AND WE ARE ON THE RECEIVING END OF THIS.”

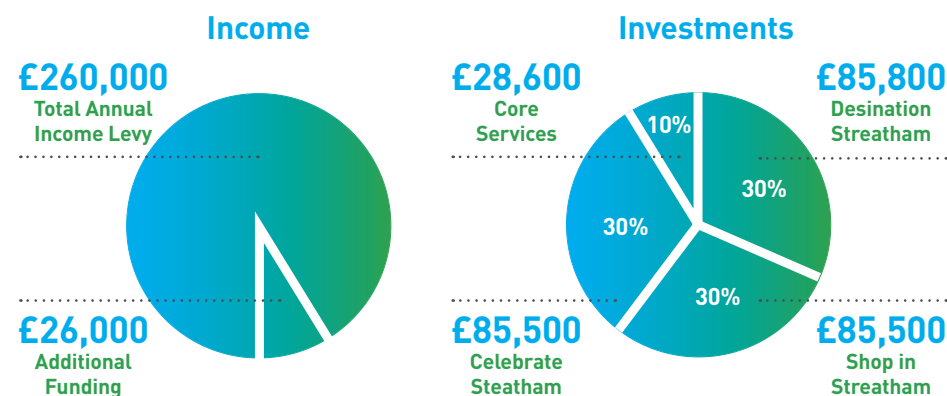
Mariama Diallo-Souré,  
The Remédie Rooms



# INVEST IN STREATHAM



On top of the quarter of a million pounds each year that local businesses invest in Streatham by paying their annual levy, the BID team will seek to raise another 10% on top meaning over the next five years Streatham would see nearly £1.5million of additional investment in our great community that would not be available from the Local Authority.



- The strength of our members working together has already made a huge difference to our high road and community.
- Small business owners are driving Streatham forward and changing the environment for everyone.

**This is a chance for you to push the agenda for Streatham and be part of an exciting new business era for Streatham.**



Light's On Streatham  
Shop Front Competition



Jiro Osuga Lanterns  
at Cafe Barcelona  
(Light's On Streatham)

# BOARD MEMBERS PAST AND PRESENT


Over the last five years so many local business people have volunteered to help shape Streatham.

“STREATHAM HAS SEEN VISIBLE CHANGES AND IMPROVEMENTS IN THE LAST FEW YEARS. THE OBVIOUS INVESTMENT IN THE AREA, THE COMMUNITY FOCUS AND THE ONGOING COMMITMENT FROM THE BID TO IMPROVE THE AREA CONTRIBUTED TOWARDS OUR DECISION TO EXPAND TO STREATHAM. WE ARE VERY HAPPY TO BE HERE.”

Lisa Loebenberg  
Exhibit Bars

## Our thanks go to:

Lee Alley, Morgan Alley Ltd  
Chris Baron, Streatham Landlord  
Cyril Bekoe, William Hill  
Sandro Costa, I Love Coffee  
Richard Coltart, Richard Coltart Consulting  
Mariama Diallo-Souaré, The Remedie Rooms  
Peter Edmunds, South London Press  
Parveen Gazi, Superdrug  
Justine Goldson, Justified Hair and Beauty  
Angela Gorden, Charles Carter Hair  
Nathalie Gordon, Charles Carter Hair  
Nicola Gunn, Anthony Gold Solicitors  
Stephen Higgins, Morrisons  
Peter Lloyd, The Rebel Inn  
Gush Mann, Sainsbury's  
Councillor Jackie Meldrum, Lambeth Council  
Annmarie McNaughtly, The White Lion  
Javier Oliveras, Café Barcelona  
Oli Osibo, Fix  
Harriet Perrin, Potter Perrin  
Patricia Sauer, Cavendish Lodge  
Councillor Mohammed Seedat, Lambeth Council  
Simi Solomon, Love Streatham  
Jo Stanhope, NATWEST  
Fran Strachan, Hideaway Jazz Club/Work Place  
Lennox Thomas, GGT Solutions  
Graham White, Foxtons  
Jane Wroe Wright, Heart Streatham  
Alper Yagmur, El Chicos

A map of the Streatham area in London, showing a network of roads. A thick white line outlines the 'inStreatham BID Boundary'. Roads shown include Emmanuel Rd, Thornton Rd, New Park Rd, Woodfield Ave, Garrad's Rd, Tooting Bec Rd, Ambleside Ave, A216, Steatham High Rd, Steatham Common N, and Greyhound Ln. A small icon of a stylized 'N' with three horizontal lines is located near the center of the map, with the text 'STREATHAM HILL' below it.

inStreatham  
BID Boundary

"SINCE 2012 WHEN IT BECAME A BUSINESS IMPROVEMENT DISTRICT, STREATHAM HAS UNDOUBTEDLY BENEFITTED FROM THE WORK THAT IS UNDERTAKEN BY INSTREATHAM - A COMPANY CREATED BY STREATHAM BUSINESSES FOR STREATHAM BUSINESSES. THE EXTRA SERVICES WHICH ARE PROVIDED HAVE HELPED IMPROVE MANY ASPECTS OF STREATHAM AND I'M SURE THAT THROUGH SUPPORT AND PROMOTION THE BID HAS GIVEN STREATHAM A GREATER PRESENCE."

Frances Strachan,  
Hideaway

**Could you help shape the future?**

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The logo for Streatham Common, featuring a stylized 'N' with three horizontal lines above the text 'STREATHAM COMMON'.

STREATHAM  
COMMON