



YOUR BROMLEY

At the Heart of the Town

Business Plan 2026 - 2031



“We notice the difference that having a BID makes. The town feels looked after – the streets are cleaner and brighter, people feel safer and events bring a real buzz.

For business, having a BID really matters.”

Rose Silvestri
General Manager
O'Neill's Bromley

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Bromley Motor Show 2025

I Foreword

We have much to celebrate in Bromley, and working together, there's more we can achieve.

A YES vote for a third Your Bromley BID term provides you and your business with the opportunity to help shape our town's future.

It's YES to a further investment of £3m into our town centre - spent on your priorities - over the next five years. YES, to making Bromley an even better place to work, live, and visit.

Our business community has demonstrated resilience and innovation in the face of significant challenges, and we're moving forward. Footfall in the town centre was up 3.7% in 2024 whilst the UK average dropped 0.7%, and year to date, as of September 2025, we're up a further 2.4%.*

By continuing to work together through Your Bromley BID, and in partnership with stakeholders, we have the opportunity to raise the bar.

Vote YES to build on our good work and realise Bromley's full potential.



Chris Travers
Chief Executive
Your Bromley



BID Board



Andy Bawn
BID Chair

The Greyhound
JD Wetherspoon



Alasdair Wilson
Board Director

General Manager
of Bromley Old
Town Hall



Darren Springer
Board Director

Owner
Lolli's



Michelle Woolnoth
Board Director

Partner and
Branch Manager
Waitrose Bromley



Mark Haynes
Board Director

Centre Director
The Glades



Lorna Strawson
Board Director

Theatre Director
Churchill Theatre

The BID Board is composed of owners and managers of levy-paying businesses. Meeting bi-monthly, the Board is responsible for overseeing project delivery and monitoring the overall performance of the BID. Board Directors work collaboratively to ensure that the interests of all levy payers are represented professionally.



Consultation & Project Themes

As Your Bromley prepares to establish a third term – and collectively invest a further £3 million in our town centre through the BID – a thorough review of BID projects has been undertaken.

Continuous feedback has been sought from all levy payers throughout Your Bromley BID's second term, ensuring that project delivery reflects the changing needs of businesses and the town centre.

In the last twelve months alone, engagement between the BID and businesses has consisted of hundreds of in person visits, structured and focused discussion through the BID-led Retailer Security and Licensing Partnership meetings, as well as thousands of digital interactions.

In our most recent annual survey, we asked respondents to grade the importance of a range of BID projects to their business, as well as providing an opportunity for open comments. 258 responses were received, representing over 50% of the total number of levy payers.

Insights from this engagement, together with internal evaluation of the BID's work, have shaped our term three projects, which are grouped under three themes:

Customers

enhancing Bromley's image and bringing more people into the town centre.

Environment

creating a safer, cleaner, and more welcoming town.

Business & Investment

acting as a strong voice for business and working to realise a shared vision of improved social and economic performance.



CUSTOMERS

Enhancing Bromley's image and bringing more people into the town centre.

Your Bromley BID delivers an impactful marketing and events programme to drive footfall, activate the high street, showcase the town centre, and strengthen sense of place amongst employees, residents, and visitors.

98%

of businesses
say that **large scale
town centre events**
are important or
very important

Ballot survey 2025



Floral Fest 2025



Bromley Motor Show 2025

Through our second term, a wide range of events were funded and organised by the BID. In Summer 2025 alone we hosted Floral Fest – which saw 30 schools from across the borough create imaginative planter displays for a week-long exhibition in the high street, Midsummer Movies - bringing free al-fresco films to the heart of the town centre, and Bromley Motor Show – with over one hundred marvellous motors on display pulling in a 62% year on year increase in footfall and resulting in a large uplift in sales for many retailers, cafés, bars, and restaurants..

The addition of a TikTok account to our digital marketing programme has produced impressive early results, with collective views clocking up over 200k in just a few months. The development of a modern, optimised website for our third term will enable the BID to spotlight the town and showcase our businesses in a fresh, engaging way.



Midsummer Movies 2025



Joe & Charmain De Blasi
Owners, Everything Hunky Dory

“Town Centre events delivered by Your Bromley have been fantastic for our business and the town as a whole. As well as increasing footfall and boosting sales they help strengthen Bromley’s identity.”

**VOTE
YES**



Winter Lights Spectacular 2023



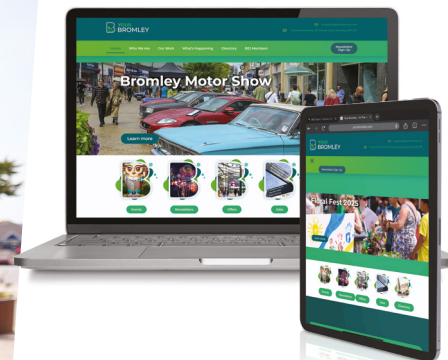
Easter Festivities 2025



Floral Fest 2025



Bromley Motor Show 2025



115K

highest viewed
post on TikTok





Comedian Rob Beckett at
Bromley Christmas Lights
Switch On 2023

In our third term we will launch an exciting,
high-impact marketing and events programme.

- Staging large-scale events such as Bromley Motor Show to drive footfall to the Town Centre and promote Bromley to a regional audience
- Hosting Bromley's Christmas Switch-On, marking the start of the Christmas season in the Town Centre
- Delivering longer-term events such as Floral Fest and Midsummer Movies, fostering community spirit and keeping the town vibrant
- Promoting the town and its businesses across digital platforms - Facebook, Instagram, TikTok - extending the reach of independents, nationals, and global brands
 - Highlighting Bromley's extensive retail offer
 - Showcasing Bromley's leisure and cultural activities
 - Recognising the achievements of businesses across all sectors
- Celebrating Bromley's hospitality scene with a bespoke promotional campaign
- Developing a strategy to help boost Bromley's evening economy, as part of the Borough's 'Bromley at Night Strategy'

80%

of businesses say that
promotion of the town
and its businesses
across digital platforms
is very important

Ballot survey 2025



- Informing customers through regular consumer email campaigns, delivering engaging content and timely updates to keep them connected
- Creating a new, modern and engaging website to showcase events, shine a spotlight on local businesses, and promote opportunities across Bromley
- Building strategic advertising partnerships and targeted digital campaigns, extending visibility and attracting wider audiences



Bromley Motor Show 2025 delivered a

62%

increase in footfall year-on-year



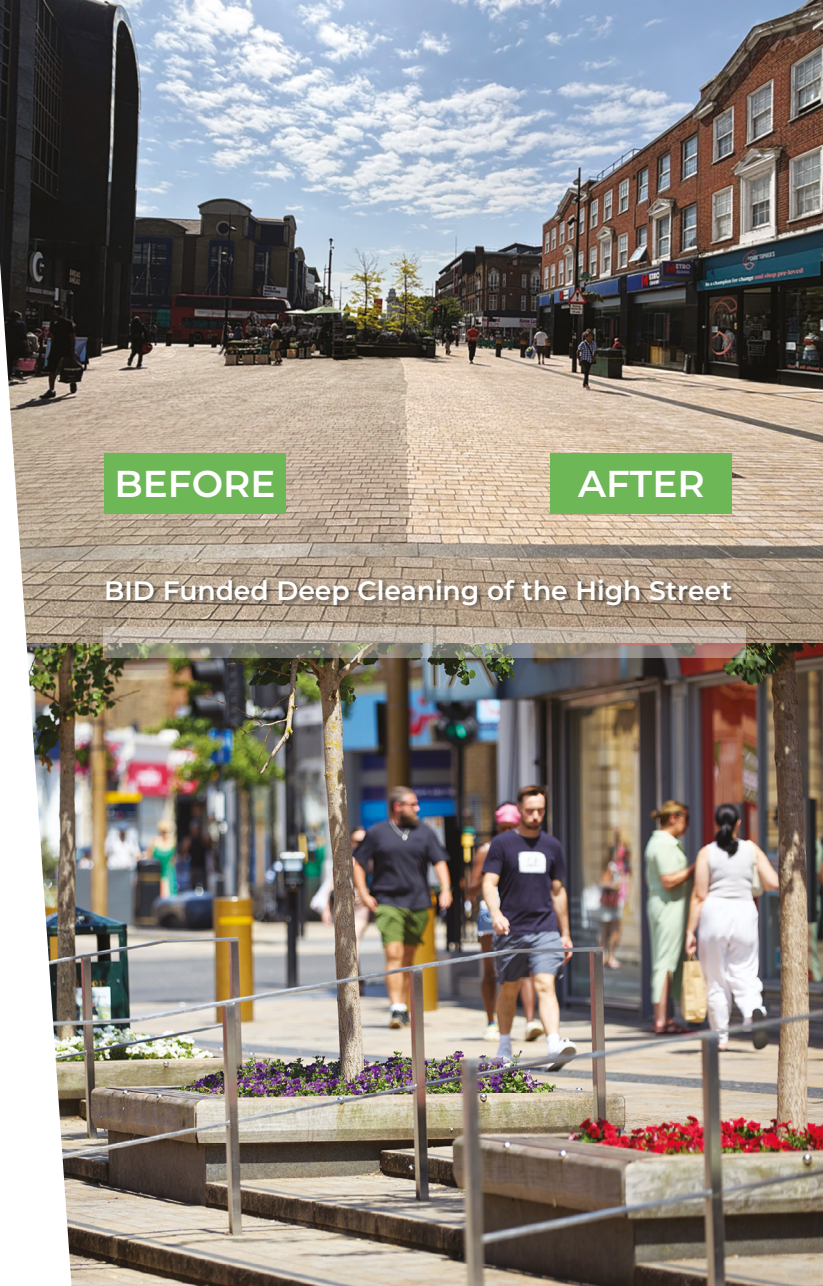
ENVIRONMENT

Creating a safer, cleaner, and more welcoming town.

When a place is attractive, clean, and well-maintained – the whole town benefits. Creating a welcoming environment encourages people to stay longer, explore more, and spend more, boosting economic activity across all sectors.

Projecting a sense of prosperity and safety, it helps build consumer confidence and strengthens the town's reputation. For office-based businesses, it enhances their ability to attract and retain skilled staff, leaves a strong professional impression on visiting clients, and signals economic vitality – making the area more appealing to investors and supporting long-term inward investment.

Our partnership with the Met Police and London Borough of Bromley Public Protection enables the business community to better respond to issues at an operational level – through joint initiatives, as well as at a strategic level, where long term problem solving is required.



98%

of businesses say
that our **Summer
Planting Programme**
is important or
very important

Ballot survey 2025

300

trailing petunias
planted in
Market Square



**VOTE
YES**





One of 22 Flower Towers installed across Bromley Town Centre for Summer 2025



**David-Watson Marsh
and Lewis Saunders**
Crêpeaffair Bromley

“The BID’s work to create a more welcoming environment is so important in attracting and retaining customers. The summer planting and deep cleaning makes a huge difference to our business.”



88%

of businesses say that our
**Town Centre Christmas
Light Scheme** is
very important

Ballot survey 2025

In our third term, we will continue our work to create a safer, cleaner, and more welcoming town:



- Delivering a vibrant summer planting programme which enriches the street scene
- Enhancing the look and feel of our public spaces by carrying out deep cleaning of paving
- Illuminating the town through the crucial festive period, funding and organising the town Centre Christmas Lights scheme and Christmas Tree
- Acting as a point of contact with the local authority and reporting Town Centre management issues to the council
- Strengthening our effective partnership with the Met Police and ensuring officers are in town responding to business needs
- Conducting regular business visits to discuss business crime issues with the engagement of Safer Business Network
- Connecting businesses with each other, Bromley CCTV, and the Met Police through the Shop Safe Radio Scheme
- Coordinating intelligence sharing and evidence gathering through the secure Alert! app
- Providing training for business' employees: WAVE, Conflict Management, Counter Terrorism
- Organising regular Retail Security and Licensing Partnership Meetings bringing businesses together with the relevant authorities
- Funding additional police patrols through the Christmas trading period with officers focusing on businesses' priorities

97%

of businesses say that it's important or very important that the BID continues to develop an **effective partnership with the Met Police**

Ballot survey 2025



“Tackling business crime and anti-social behaviour is a priority for the Met and our partnership with Your Bromley BID is essential in making sure the area remains a safe and vibrant place for people to live, work and visit.

By working together to create stronger links between local officers and businesses we have reduced shoplifting in the town centre by more than 20 per cent over the past year.

The team at Your Bromley BID also supports our work by funding officer patrols as well as maintaining a clean and vibrant environment to improve safety and security in the town.”



Superintendent Luke Baldock

The Met's local policing lead for the London Borough of Bromley

BUSINESS & INVESTMENT

Acting as a strong voice for business and working to realise a shared vision of improved social and economic performance.

The BID is uniquely positioned to understand the commercial realities of the high street and structured to enable direct discussion with the leadership of organisations which have a direct impact on business, locally, regionally, and nationally.

Through membership of our industry body, British BIDs, Your Bromley gains insight on key policy issues relating to Business Improvement Districts and ensures best practice is embedded throughout our operations.

Your Bromley BID serves as the ideal mechanism for the business community to work collectively, in partnership with the local authority, enabling economic growth. With exciting developments across various sectors set to bring significant investment into the town centre, the BID's third term presents a timely opportunity for greater collaboration, working closely with the London Borough of Bromley's Economic Development team and supporting the borough's newly established inward investment service, Opportunity Bromley.



Footfall for 2024 was

+3.7%

in Bromley Town Centre vs -0.7% in UK.

As of 1 September 2025, the total number of visitors to Bromley for the last 52 weeks is **up 4.8%**.

MRI OnLocation Footfall Analytics

**VOTE
YES**





Cllr. Yvonne Bear

Executive Councillor for Renewal,
Recreation and Housing
London Borough of Bromley

“Your Bromley BID ensures the town centre continues to thrive, bringing together an exceptional business community which the Council works in close partnership with.

This collaboration is vital in attracting investment, creating local employment opportunities, and delivering a vibrant and prosperous Bromley Town Centre for the years ahead”



100%

of businesses say that working to **promote the town** as a business location to attract inward investment and support economic development is important or very important

Ballot survey 2025



**OPPORTUNITY
BROMLEY**

Opportunity Bromley is the London Borough of Bromley's dedicated inward investment service, designed to connect investors, developers, and businesses with Bromley's extensive opportunities for growth. It works to promote strategic assets, key sectors, and specific spatial and sector opportunities, and undertake proactive lead generation to attract investment, businesses, and jobs to Bromley.



80%

of businesses say that the BID's work
to act as a unified voice for the
town centre is very important

Ballot survey 2025



The Glades Shopping Centre



In our third term, we will continue to advocate for your business and champion the collective interests of Bromley Town Centre:

- Acting as a unified voice for our Town Centre business community, lobbying on key issues at a local, regional, and national level
- Aligning with Opportunity Bromley to promote Bromley's strengths as a business location, proactively targeting potential investors, and helping to retain growing businesses within Bromley
- Co-convening the Bromley Landlord Forum to identify, promote, and facilitate access to commercial space opportunities across Bromley Town Centre
- Representing Bromley Town Centre on stakeholder boards and forums such as:
 - Opportunity Bromley Advisory Board
 - Bromley Economic Partnership
 - London Borough of Bromley Night Strategy Group
 - Bromley Retail Crime Working Group
 - Bromley and London Resilience Forums
- Backing LBB's "Bromley Works" project, supporting residents into employment and assisting local businesses with recruitment
- Exploring opportunities for additional funding from central government, Greater London Authority, Bromley Council, and external organisations
- Improving members' profitability and sustainability through our recycling scheme
- Encouraging and promoting the initiatives taken by businesses under their own CSR programmes



Peter Fortune MP
Member of Parliament
for Bromley & Biggin Hill

“With many challenges ahead, it's essential to have an advocate who champions our area and fights for you. Your Bromley is a powerful voice for local businesses at a national level.

It provides a vital link between the town centre and decision-makers, ensuring your voice is heard. The team's positive and aspirational vision for our town is making a real difference.”

BID Budget 2026-2031

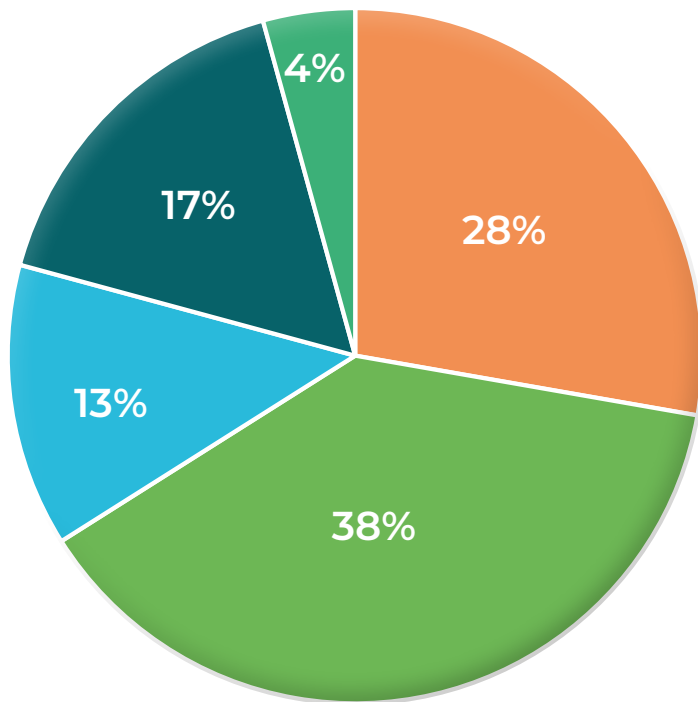


Chart shows
percentage of
expenditure by
theme

Customers	28%
Environment	38%
Business & Investment	13%
Operating Costs	17%
Contingency	4%

With a 'Yes' vote, the BID will invest approximately £3m levy between 2026 and 2031.

In the second term, the BID achieved additional income of just under half a million pounds.



INCOME

	2026-27	2027-28	2028-29	2029-30	2030-31	Term 3
Levy	£544,350	£560,681	£577,501	£594,826	£612,671	£2,890,029
Additional	£25,000	£25,000	£25,000	£25,000	£25,000	£125,000
TOTAL	£569,350	£585,681	£602,501	£619,826	£637,671	£3,015,029

EXPENDITURE

CUSTOMERS	£158,000	£162,740	£167,622	£172,651	£177,830	£838,843
ENVIRONMENT	£218,000	£224,540	£231,276	£238,214	£245,361	£1,157,391
BUSINESS & INVESTMENT	£75,000	£77,250	£79,568	£81,955	£84,413	£398,186
OPERATING	£94,000	£96,820	£99,725	£102,716	£105,798	£499,059
CONTINGENCY	£24,350	£24,331	£24,310	£24,290	£24,269	£121,550
TOTAL	£569,350	£585,681	£602,501	£619,826	£637,671	£3,015,029

A 95% collection rate has been assumed.

Through the second term, a total of £499,374.40 additional income was achieved.

BID Governance and Rules

The BID Body and BID Proposer is to remain as Bromley BID Ltd trading as Your Bromley, a not-for-profit Company, limited by guarantee.

Governance

1. A levy payer can become a member of the company by completing an application form which is subsequently approved by the directors.
2. Any member of the company who is willing to act as a director, and is permitted by law to do so, may be appointed to be a director
 - a) by ordinary resolution, or
 - b) by a decision by the directors.
3. Directors will serve for up to three years at which time they will retire but can re-stand for re-election for a further term.
4. The Board of Directors shall continue to operate in accordance with the company's Articles of Association and Terms of Reference.
5. Provided that the BID is meeting its overall objectives, the Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. The BID Regulations (England) 2004 set out the circumstances in which an Alteration Ballot may be required.
6. The BID Body will continue to produce annual financial statements compiled by independent accountants. An annual report on activities, including finances, will be published with the annual BID levy invoice.
7. An Operating Agreement, which includes the Council's baseline service commitments, will be agreed with Bromley Council.
8. Notification of the intention to hold a ballot was sent to the Secretary of State on 30 June 2025.

Ballot

1. Civica Election Services (CES), on behalf of The London Borough of Bromley, will send to those responsible for properties or hereditaments to be subject to the BID a ballot paper, prior to Friday 10 October 2025.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of this BID proposal in a 28-day postal ballot which will commence on Friday 10 October 2025, and close at 5pm on Thursday 6 November 2025. Ballot papers received after 5pm on Thursday 6 November 2025 will not be counted. The result of the ballot is due to be announced on the following day.
3. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are:
 - (a) of those ballots returned by the close, those voting in favour of the proposal must exceed those voting against it, and
 - (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments

which vote in favour, must exceed the total of those voting against.

4. If successful at ballot, the BID will commence delivery of services on 1 April 2026 and will continue for a period of 5 years to 31 March 2031.

Levy

1. The BID levy will apply to all persons or organisations liable to pay the non-domestic rates for eligible hereditaments that are listed on the ratings list on the ballot date.
2. The BID levy will be 1.5% of the non-domestic rateable value as of the ballot date of 6 November 2025 for the 5-year term.
3. The BID levy will be applied to all eligible non-domestic properties within the BID area with a rateable value of £20,000 or more. Properties within the BID area with a Rateable Value below £20,000 will not be subject to the BID levy.
4. The party responsible for the BID levy is the liable party for the non-domestic rates for the respective hereditament on the 'chargeable day' (1 April each year). No refunds will be made.
5. The owners of untenanted properties or hereditaments will be liable for payment of the levy. This includes listed buildings.
6. The BID levy will increase at a fixed rate of 3% annually.
7. The maximum levy for any one hereditament each year is capped at £15,000.
8. If a Rateable Value changes, is subject to a split or merge, is removed, or entered into the ratings list, or becomes nil rated, this will have no effect on the BID levy until 1 April the following year.
9. The BID levy will have to be paid by a new rate-payer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31 March 2031, even if they did not vote in the ballot. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.
10. Occupiers within covered shopping centres (in this case The Glades and The Mall) that are subject to a service charge will receive a 25% discount on the levy that would otherwise apply.
11. Only charitable organisations which occupy a premises with a Rateable Value of £51,000 or more (as of the ballot date of 6 November 2025) AND which are using their premises for a retail, hospitality, leisure or cultural purpose (e.g. a shop, restaurant, leisure centre, theatre or library) will be liable for the levy.
12. Charitable organisations (which are liable for the levy as per clause 11) that are subject to relief on their business rates liability will receive a 25% discount on the levy that would otherwise apply (excluding those eligible for discount as per clause 10). There will be no discount on unoccupied premises which are owned by a charitable organisation.
13. London Borough of Bromley will be responsible for collection of the levy. The collection charge is yet to be agreed.
14. The number of properties or hereditaments liable for the levy is approximately 490.





Over **1,000** additional police patrol hours over the Christmas period, secured through Operation Gemini across our second term



880 Christmas Lights installations throughout our second term



Over **£30K** annual levy payer savings realised through our First Mile Recycling Scheme...



...plus it saves **173 tons** of CO₂ annually - the equivalent of 10,129 trees!



73 floral installations in 2025



7,328m² of paving deep
cleaned in 2025 – that's more
than a full-size football pitch



£499,374
additional income
achieved in our
second term



Our Street Ambassador clocks up
236,586 steps every month -
that's 2,839,029 a year!



Over **200K** post views
on our newly established
TikTok account

Combined social media
following of over
12,000

THIS REPRESENTS AN INDICATIVE VIEW OF THE BROMLEY BID AREA.



A message from our Chair

As high streets across the country evolve, Bromley is on the up. Our offices are home to globally recognised brands, established firms, and dynamic start-ups.

We have a fantastic retail offer, and an exciting and growing hospitality and leisure scene, with imminent developments across all sectors bringing in further significant investment.

A **YES** vote for Your Bromley's third term, ensures the BID can build on this positive momentum, and continue championing our town, supporting your business.

It's **YES** to continuing to drive footfall with our events and marketing programme.

YES, to creating a safer, more welcoming town centre.

YES, to making Bromley a better place for your business.

Vote **YES** to keep Your Bromley working on your behalf, at the heart of the town.



Andy Bawn
JD Wetherspoon
& Your Bromley BID Chair

What you will lose if you don't vote **YES**

Without a YES vote for a third Your Bromley BID term, as of 31 March 2026, all BID services will cease. That means:

- ✖ No Christmas lights
- ✖ No enhanced cleaning of pedestrian areas
- ✖ No Summer planting programme
- ✖ No strategic and operational partnership with the Met Police
- ✖ No targeted and ringfenced police patrols over the Christmas period
- ✖ No training for your employees on Conflict Management, WAVE, and Counter Terrorism
- ✖ No Street Ambassador linking with businesses and reporting town centre management issues
- ✖ No coordination of the Shop Safe Radio Scheme
- ✖ No business crime intelligence sharing through the Alert! app
- ✖ No Town Centre events
- ✖ No alignment with Bromley's Inward Investment Service
- ✖ No creation of a modern, dedicated town centre website
- ✖ No dedicated social media channels for Bromley Town Centre
- ✖ No reduced cost recycling scheme
- ✖ No advocacy for the town centre business community at a local, regional, and national level

100%

of businesses say that it's important or very important that **the BID continues** working on behalf of businesses to improve the town centre

Ballot survey 2025



YOUR BROMLEY
At the Heart of the Town

For further information contact:

Your Bromley BID office
enquiries@yourbromley.com
07703 495 725

Key Dates

25 September 2025

Notice of ballot issued

10 October 2025

First day of ballot period

6 November 2025

Ballot Day

7 November 2025

Count & Declaration

1 April 2026

Third term begins



    yourbromley.com



YOUR BROMLEY

At the Heart of the Town

