

Bermondsey BID Feasibility

April 2013

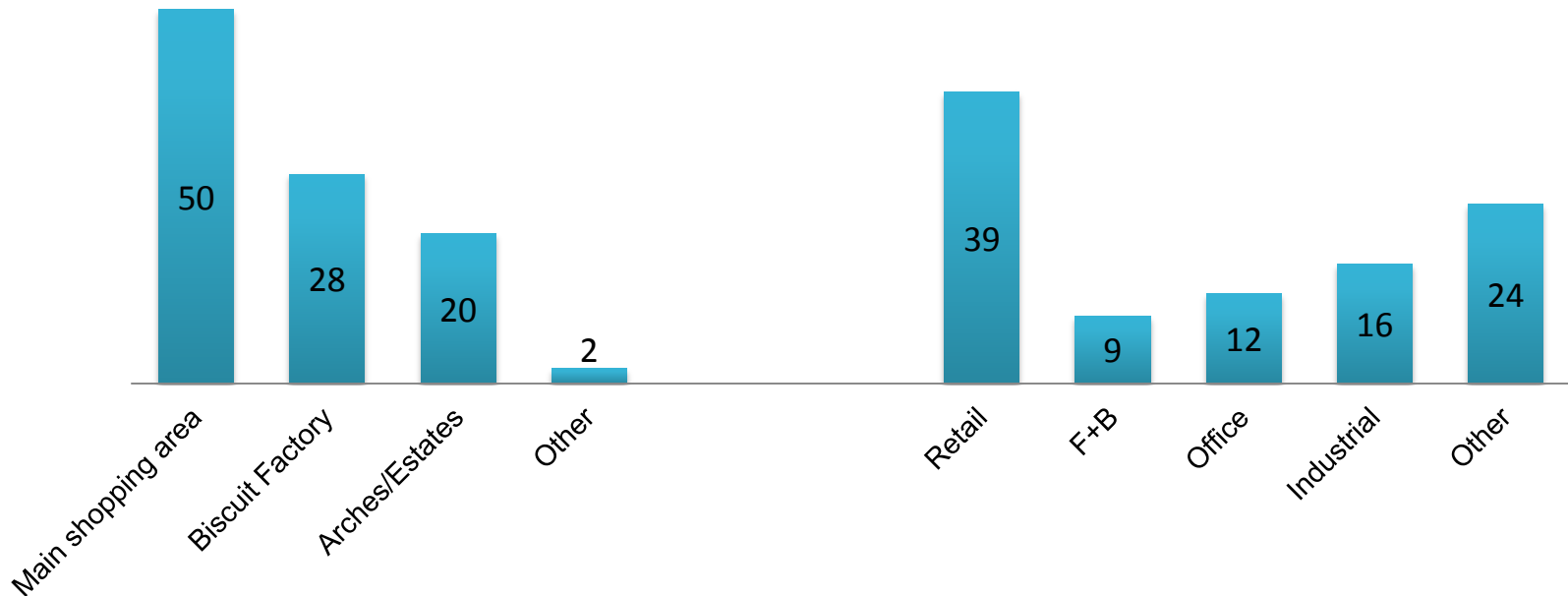


The means: to change places for the better¹.

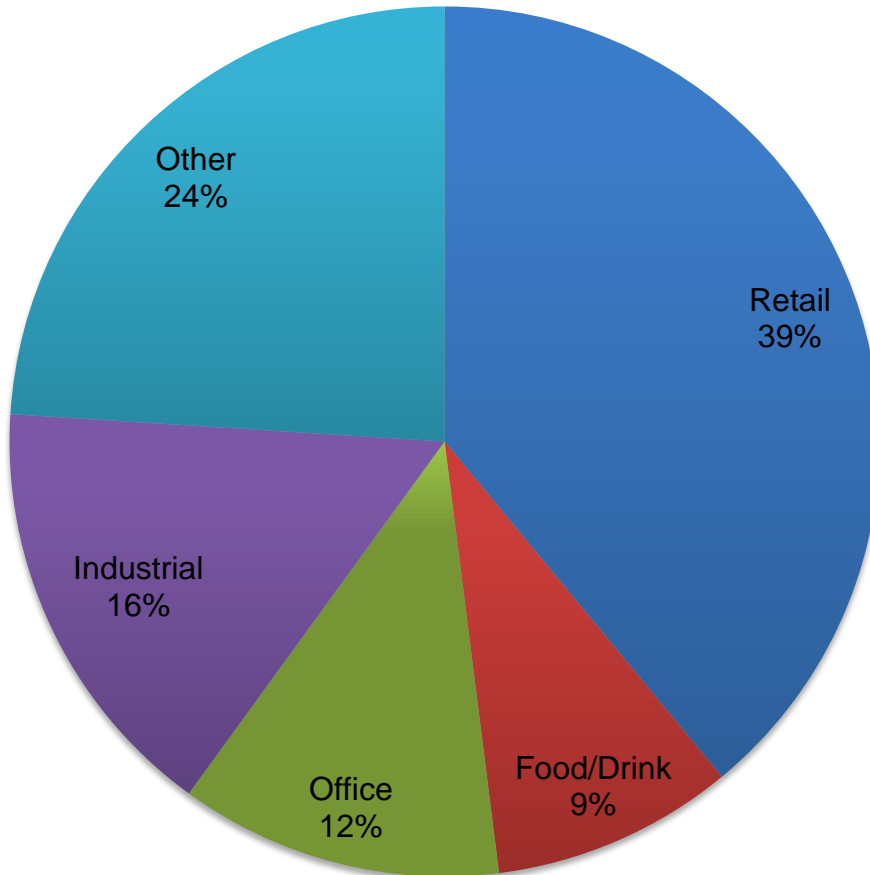
The Survey

100 businesses were interviewed across Bermondsey. The graph below shows the businesses by location type, and again by business type.

Most of our statistics are based on a sample size of 100, but on the occasion that a business failed to fill out a particular question the sample size will be slightly smaller.



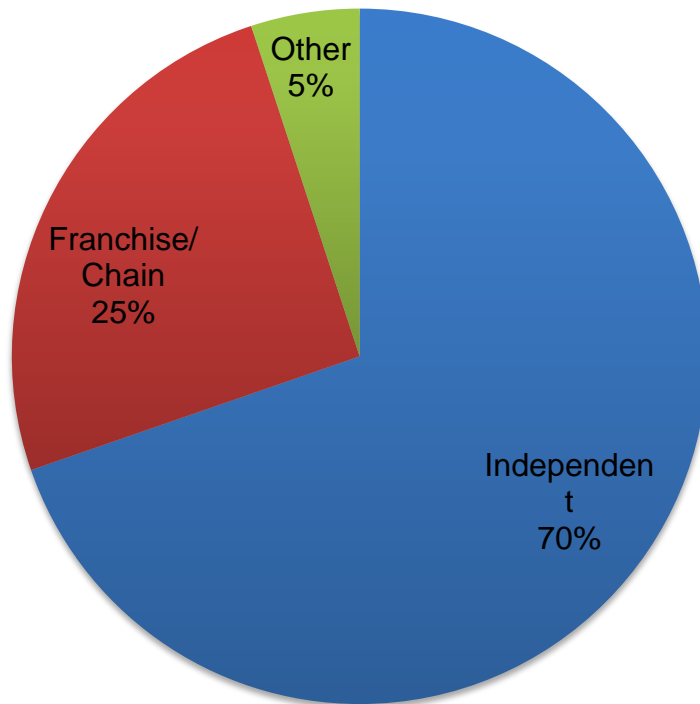
Q1 Type of businesses



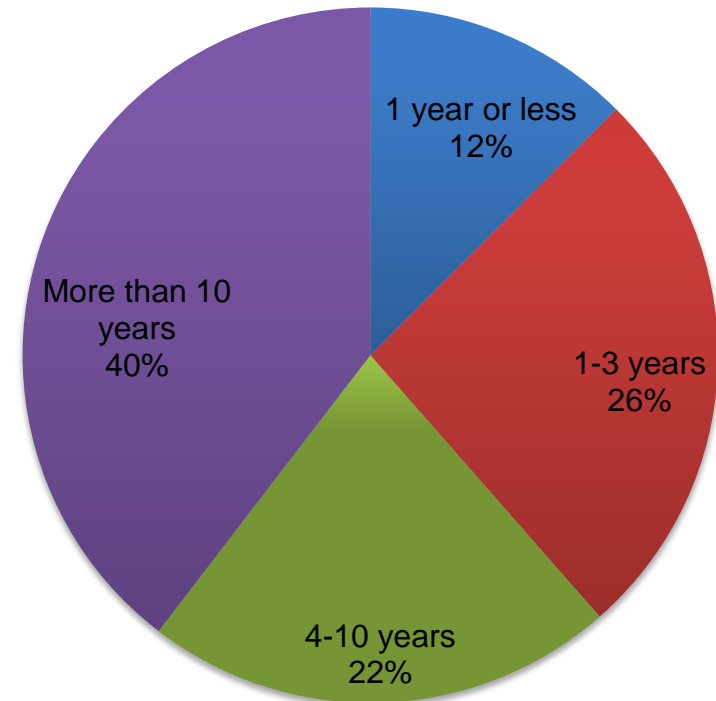
The original survey had 23 sectors, but this chart shows the businesses divided into 5 basic categories.

‘Other’ includes dry-cleaners, hairdressers, churches, art galleries etc.

Q2 + Q4 About the businesses

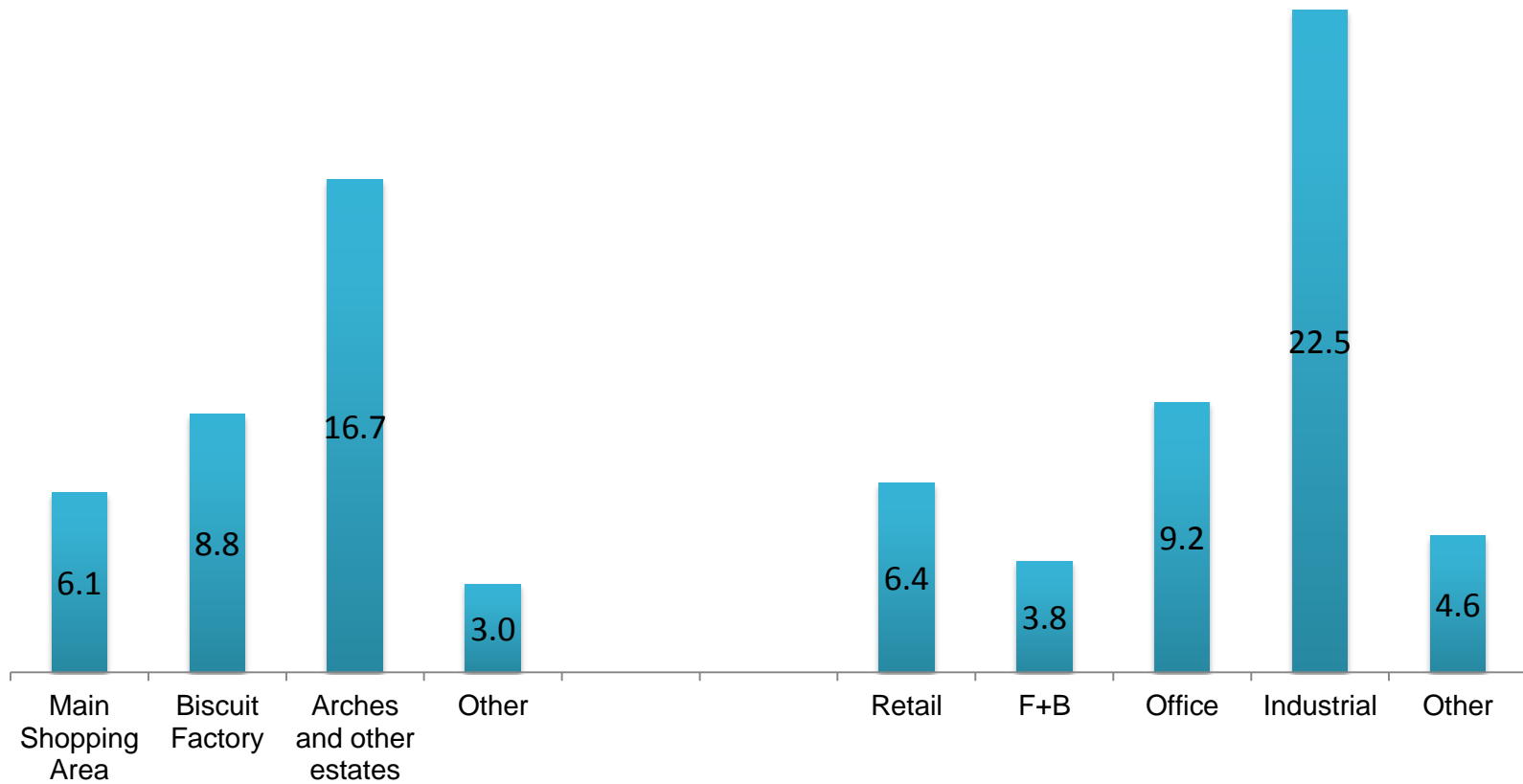


Is the business independent or family run; part of a chain or franchise; or other?



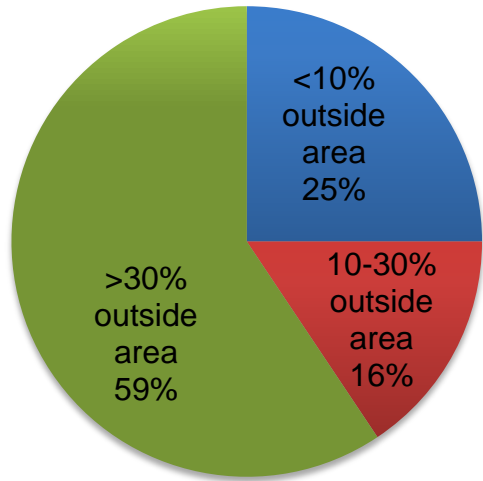
How long has the business been in the area?

Q3 Number of Employees

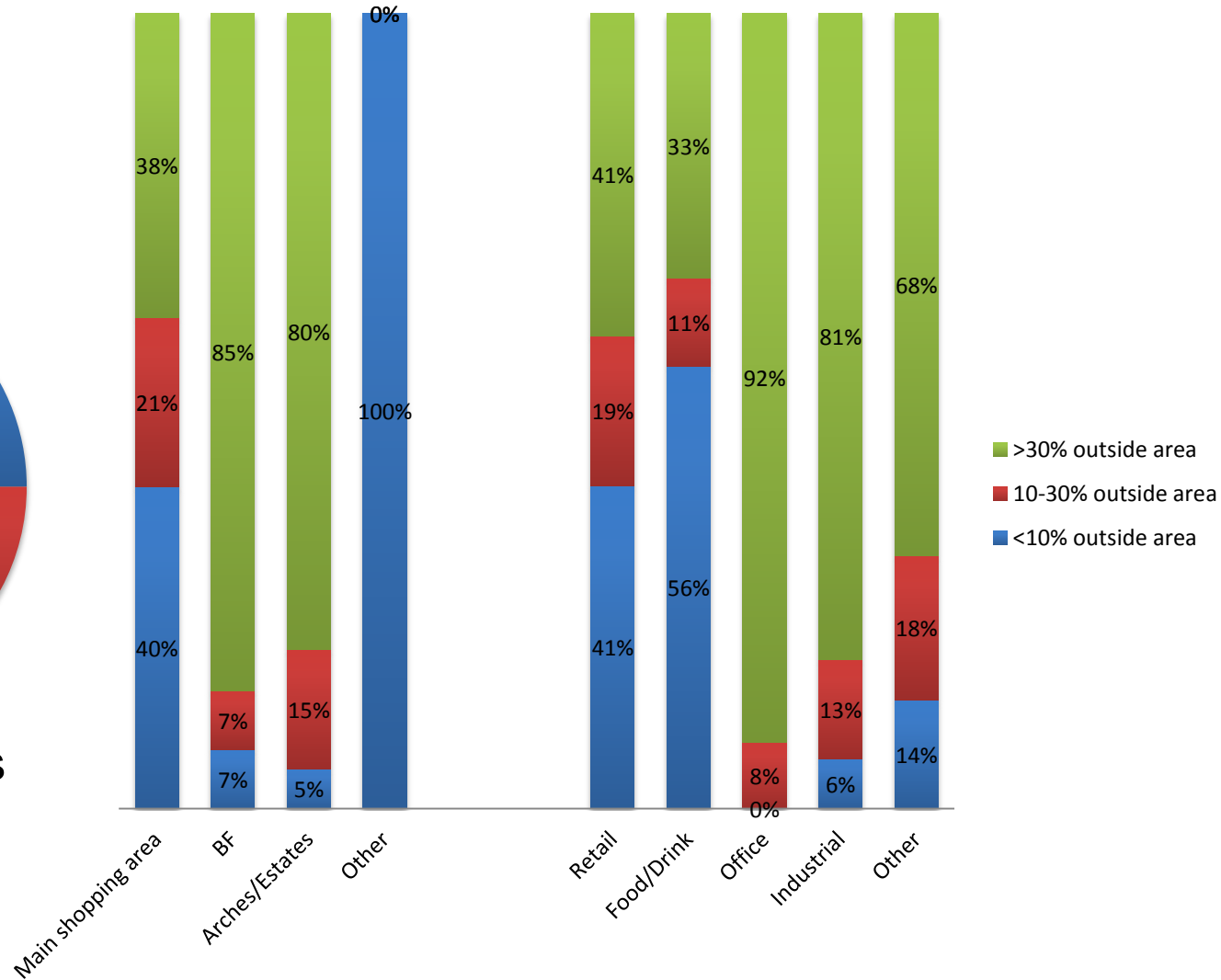


These graphs show the average number of employees per business by location type and by business type.

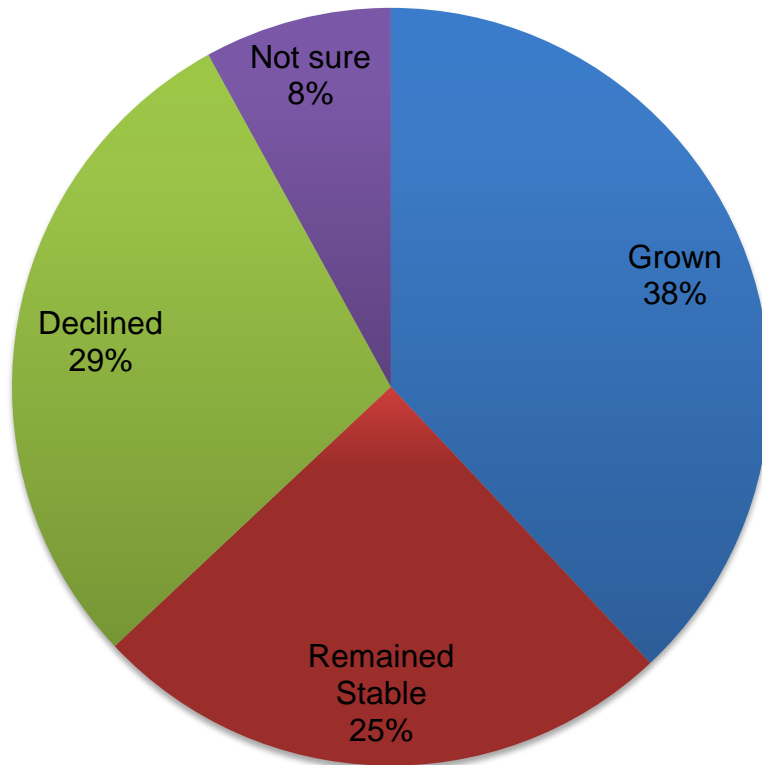
Q5 Proportion of clients from outside the area



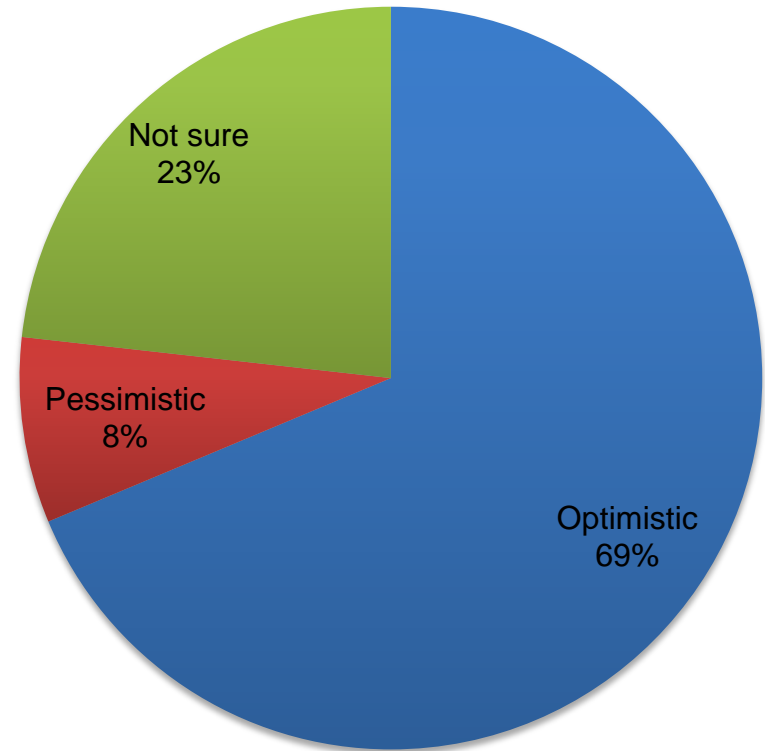
All 96 respondents



Q6 + Q7 Feelings about the future

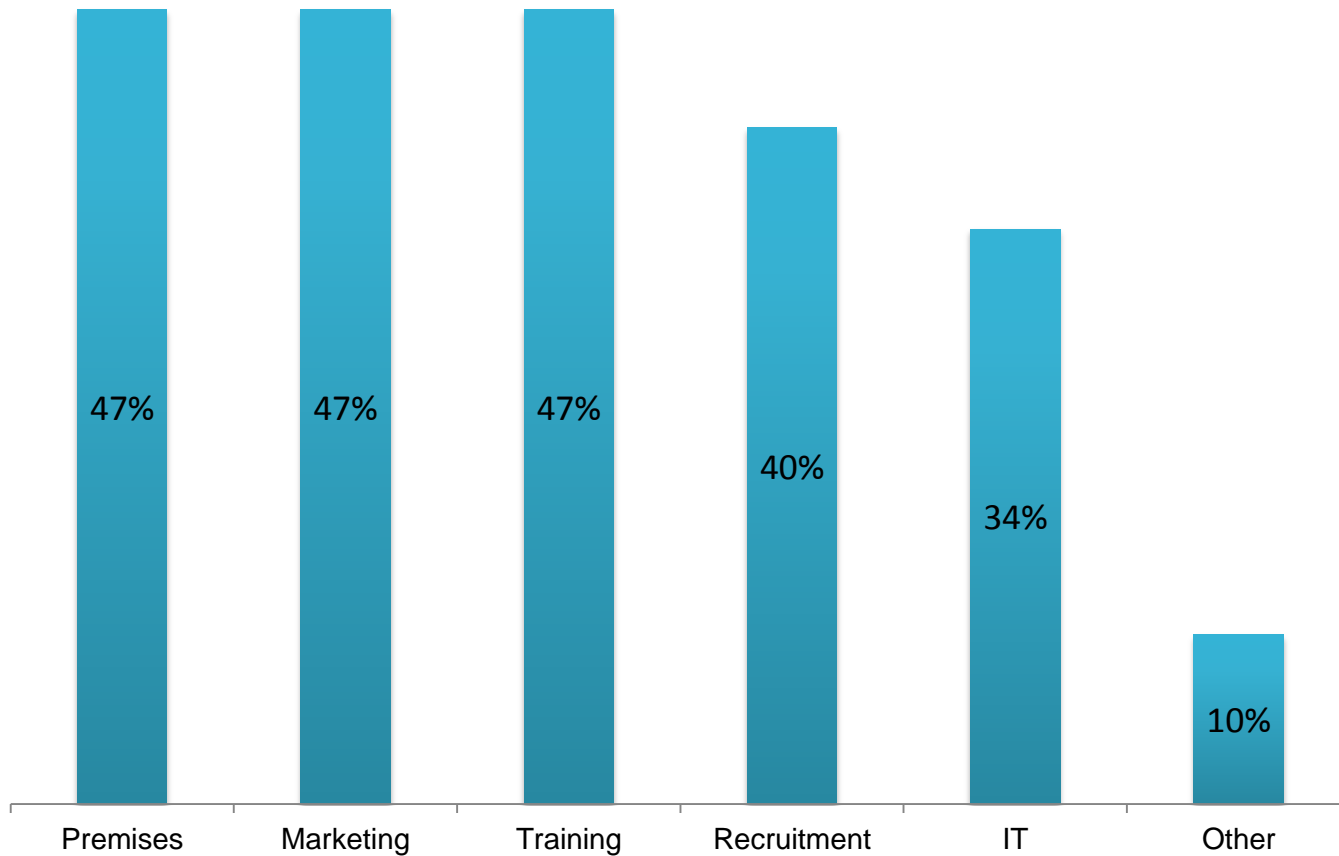


How has turnover changed in the past year?

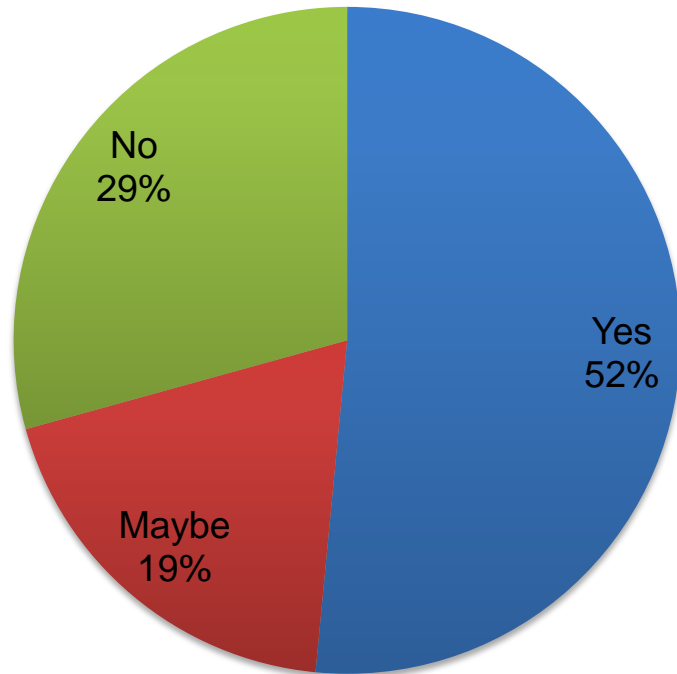


How do you feel about the future of the business?

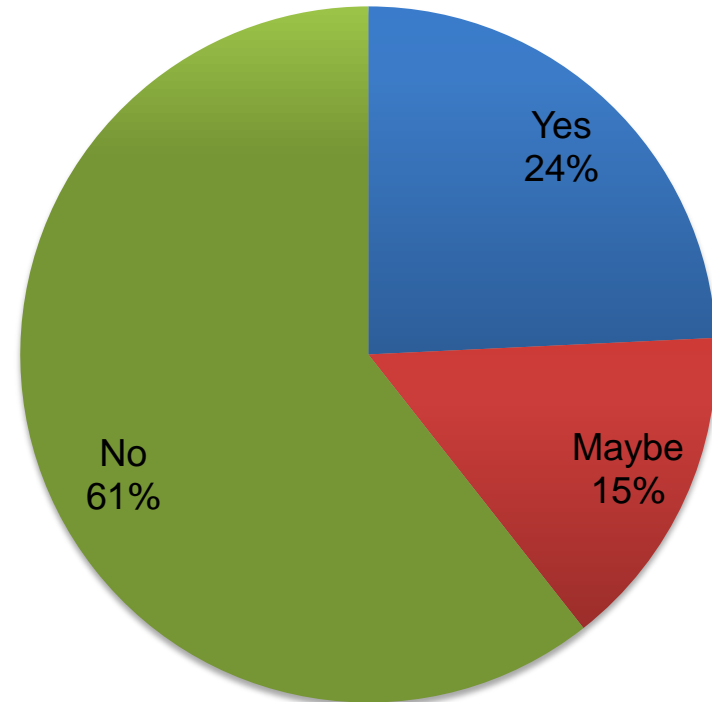
Q8 Investment over the last two years



Q9 + Q10 Future investment

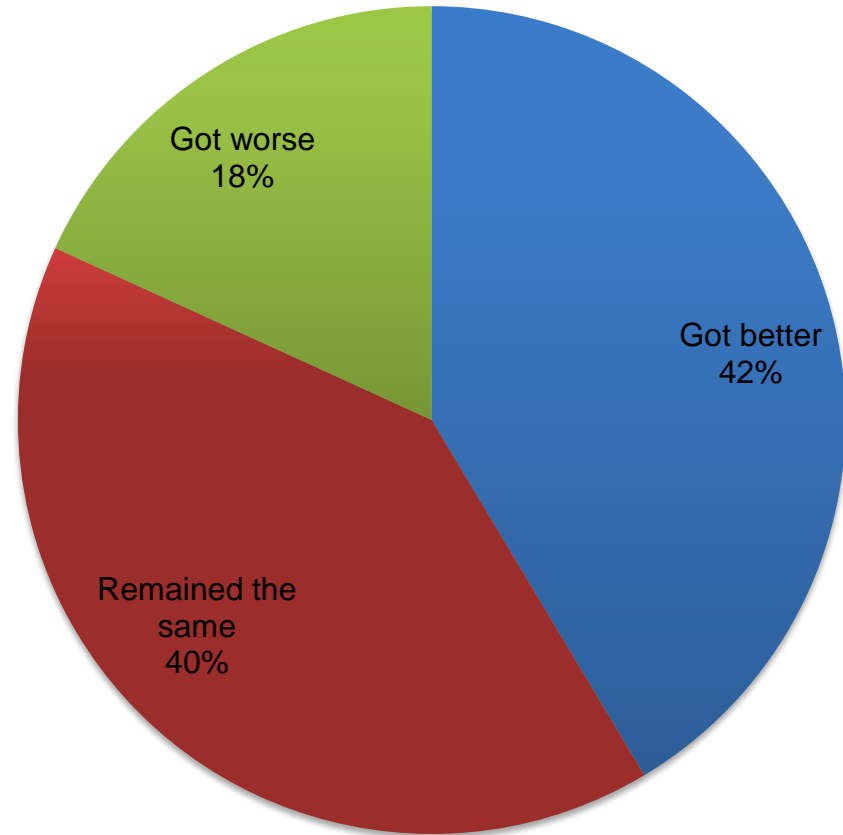


Do you plan to make any investment in your business over the next two years?

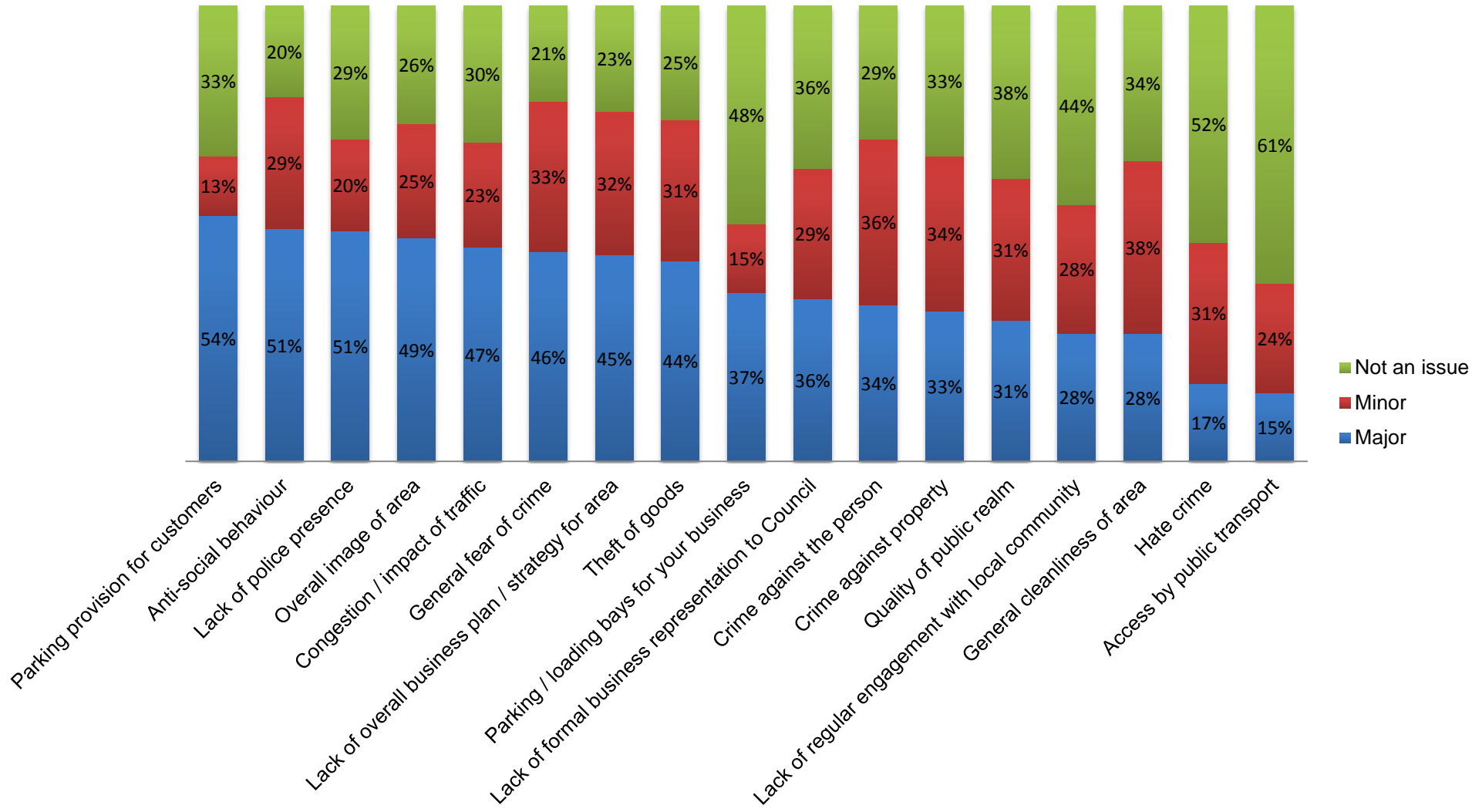


Are you currently recruiting staff?

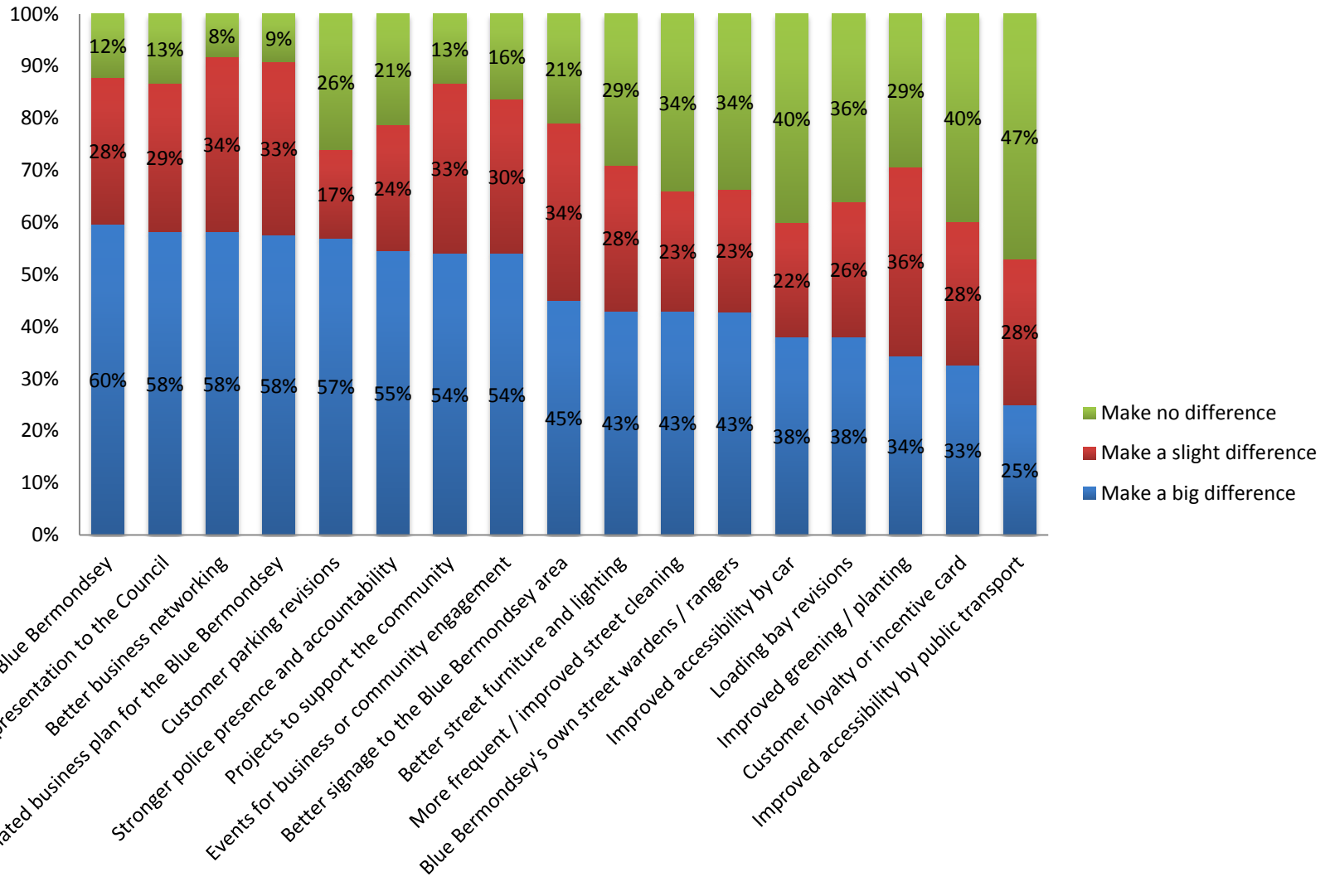
Q11 The Blue over the last few years



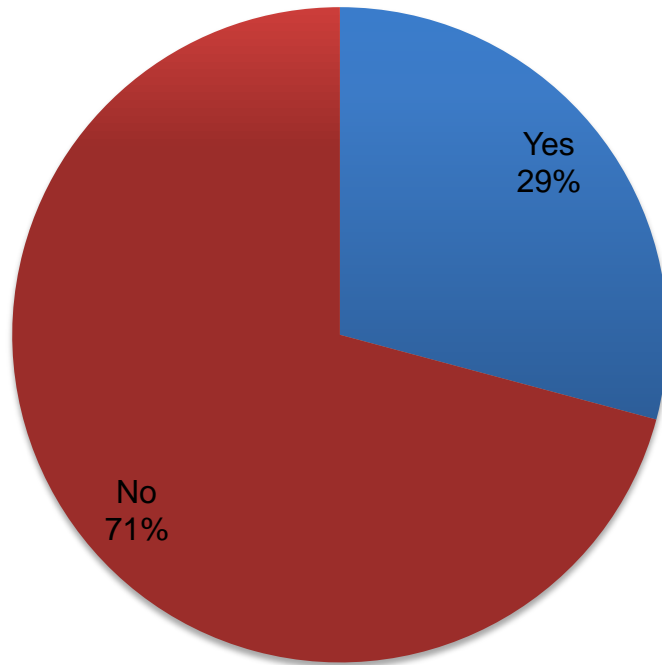
Q12 Issues in Bermondsey



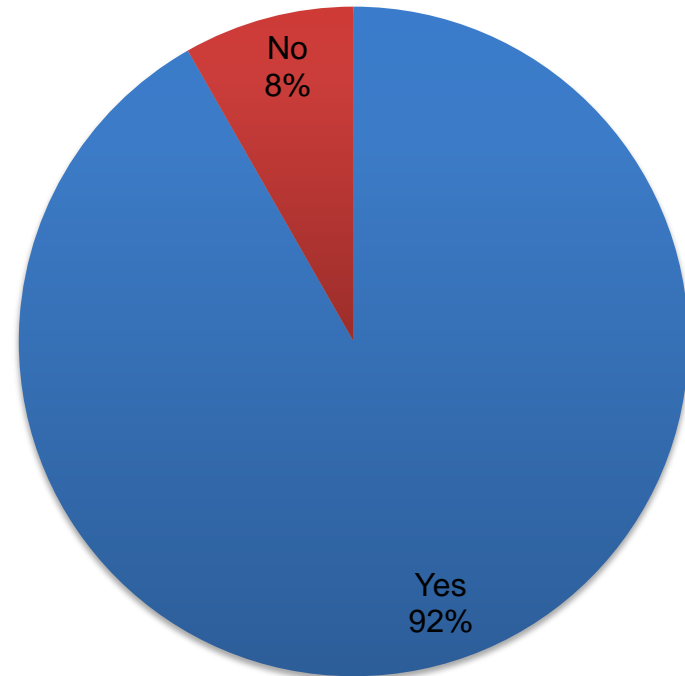
Q13 Ideas for improvements in Bermondsey



Q14 + Q15 Business Associations

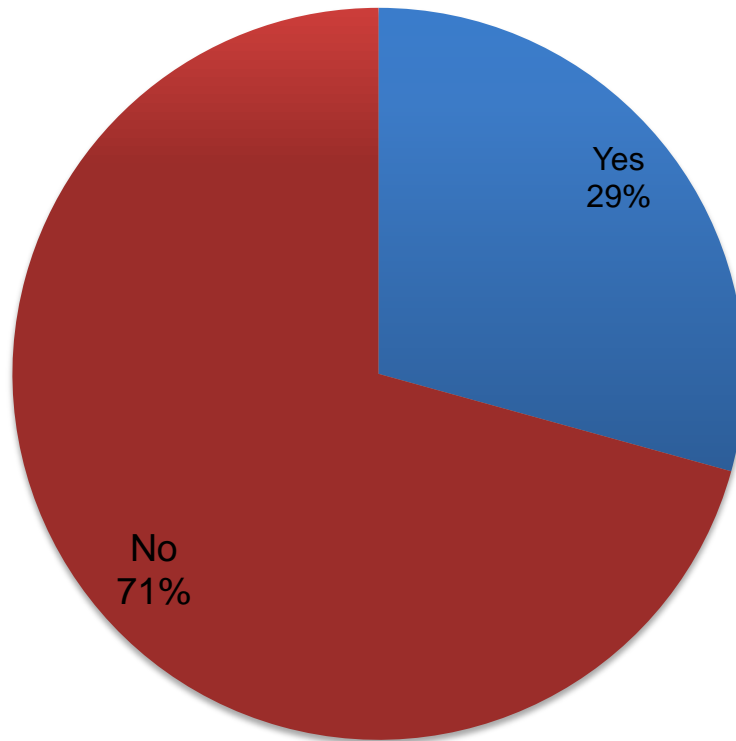


Has your business ever been a member of a chamber of commerce or local business association?

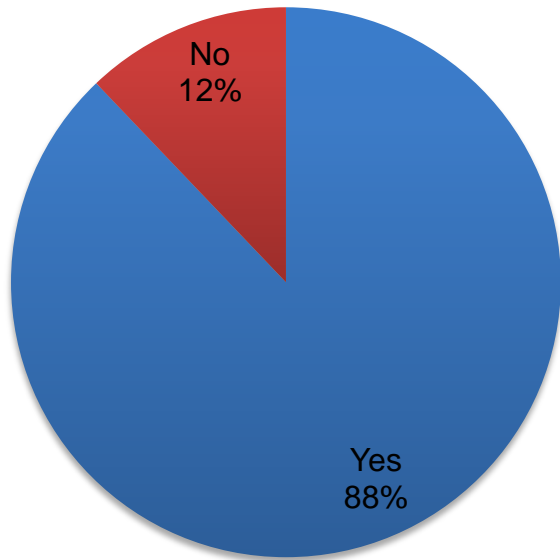


Do you think it is good for businesses to have a unified voice through a local business association such as the BBBA?

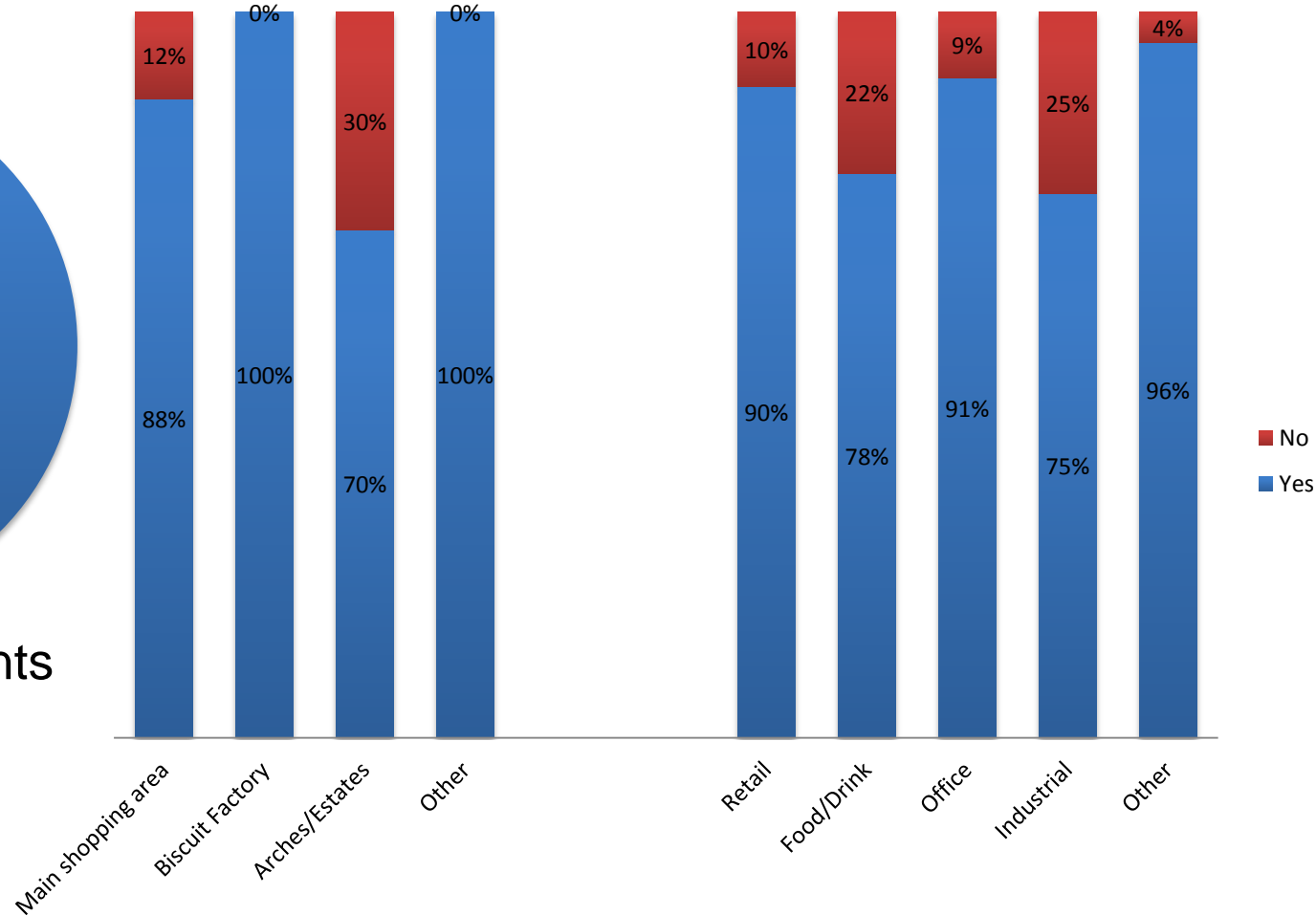
Q16 Are you aware of the 'BID for the Blue' initiative?



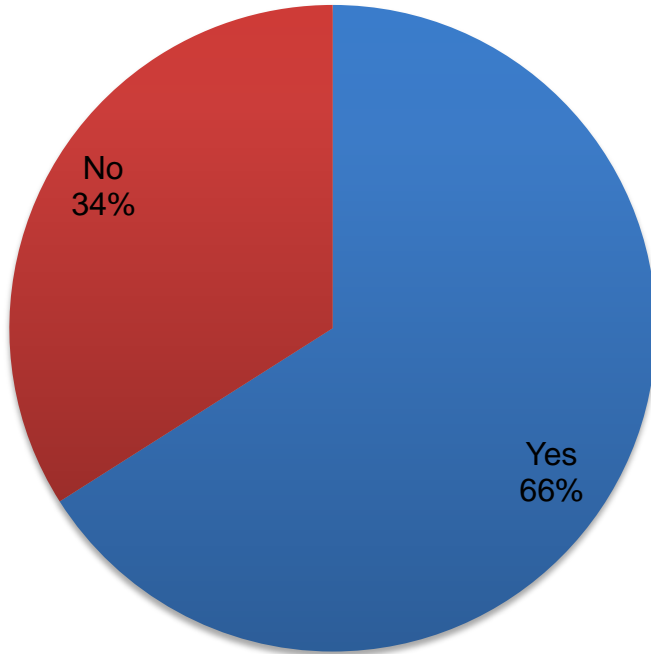
Q17 Do you support the idea of a BID board to work in the best interest of local business?



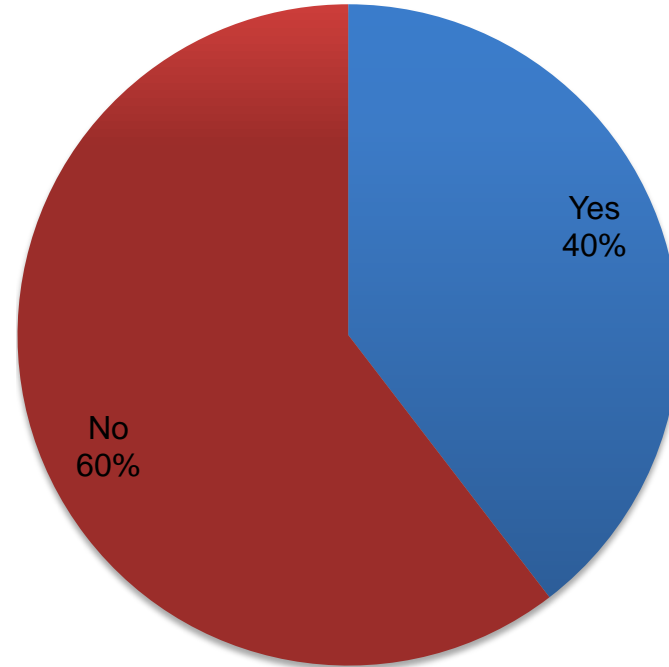
All 99 respondents



Q18 + Q19 Further BID engagement



Would you be interested in attending our next BID event?



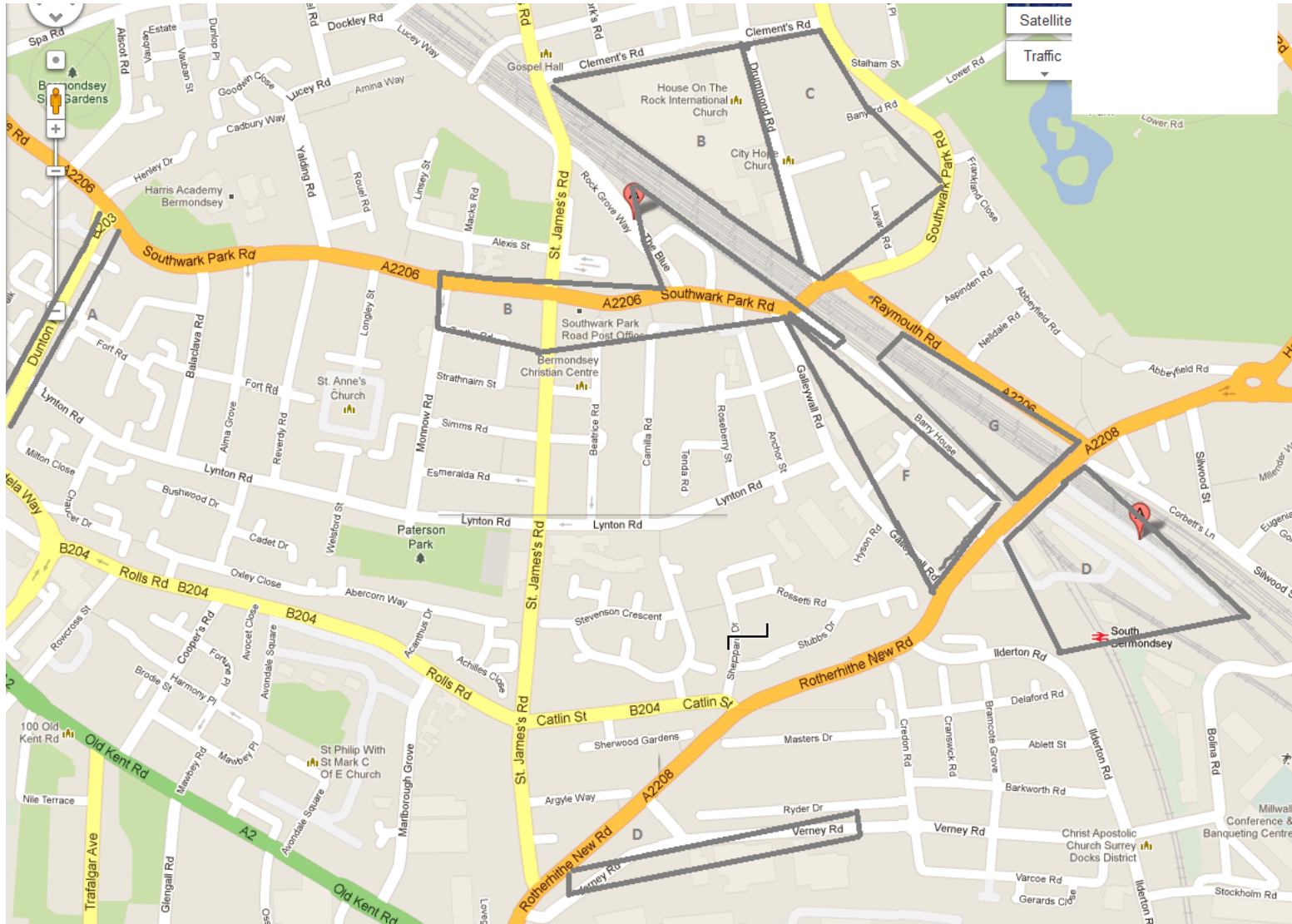
Would you be interested in serving on the BID board?

Prospective BID area

We have divided Bermondsey into seven distinct areas.

Area	Streets
A	West Bermondsey: Dunton Road and Southwark Park Road west of Queen Victoria Pub
B	Central Shopping Area: the Blue, Southwark Park Road from Queen Victoria Pub to the railway bridge, Blue Anchor Lane, Bombay Street, north end of St James' Street
C	Biscuit Factory: Biscuit Factory and Tower Bridge Business Complex
D	South Bermondsey: Verney Road
E	South-East Bermondsey: Bermondsey Trading Estate and Jarrow Road
F	South of the Arches: Galleywall Road and Admiral Heyson Industrial Estate
G	North of the Arches: Raymouth Road, Almond Road and Rotherhithe Business Trading Estate

Prospective BID area



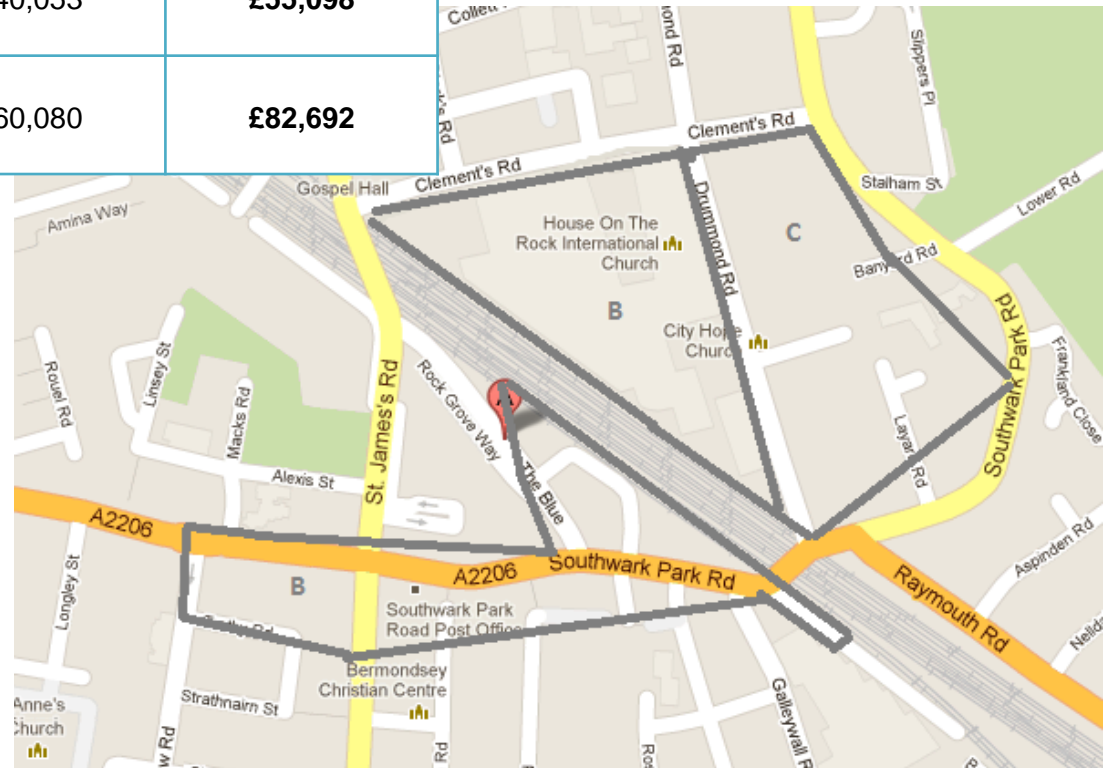
Prospective BID area

	West Bermondsey (A)	Central Shopping Area (B)	Biscuit Factory (C)	South Bermondsey (D)	South-East Bermondsey (E)	South of the Arches (F)	North of the Arches (G)	TOTAL
Total RV	£128,050	£1,507,460	£4,005,335	£0	£150,525	£907,400	£3,511,540	£10,210,310
Levy at 1%	£1,281	£15,075	£40,053	£0	£1,505	£9,074	£35,115	£102,103
Levy at 1.5%	£1,921	£22,612	£60,080	£0	£2,258	£13,611	£52,673	£153,155

Prospective BID area

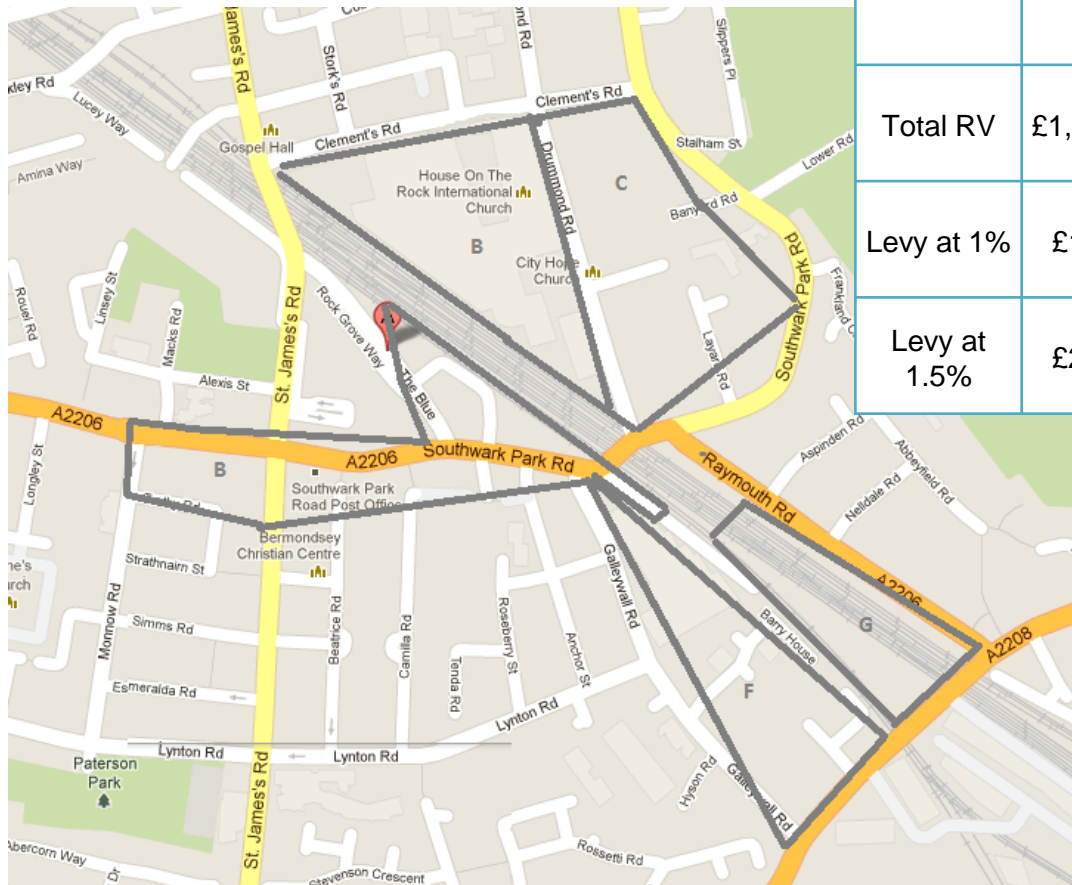
Option One – areas B and C

	Central Shopping Area (B)	Biscuit Factory (C)	TOTAL
Total RV	£1,507,460	£4,005,335	£5,512,795
Levy at 1%	£15,075	£40,053	£55,098
Levy at 1.5%	£22,612	£60,080	£82,692



Prospective BID area

Option Two – Areas B, C, F and G



	Central Shopping Area (B)	Biscuit Factory (C)	South of the Arches (F)	North of the Arches (G)	TOTAL
Total RV	£1,507,460	£4,005,335	£907,400	£3,511,540	£9,931,735
Levy at 1%	£15,075	£40,053	£9,074	£35,115	£99,317
Levy at 1.5%	£22,612	£60,080	£13,611	£52,673	£148,976

The means: to change places for the better.

www.themeans.co.uk

London Office

81 Southwark Street, London, SE1 0HX

Phone / Ffôn: +44 (0)20 7261 1010

Swyddfa Cymru

Unit 3, West End Yard, 21-25 West End, Llanelli, Sir Gâr / Carmarthenshire, SA15 3DN

Phone / Ffôn: +44 (0)1554 780170

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