



Annual Meeting

The Walton Village – 14 June '23

LOVEWALTON.CO.UK

WALTONBID.CO.UK



AGENDA



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BID OBJECTIVES

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ACHIEVEMENTS FY22-23

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LOOKING FORWARD 23-24

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BID BOARD

WALTON BID OBJECTIVES

By Business, For Business

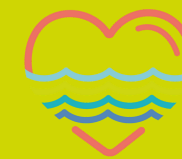
Revitalising our town,
creating increased investment
in Walton-on-Thames.



Marketing,
Promotion and
Events



Safe,
Welcoming and
Accessible



Clean and
Green

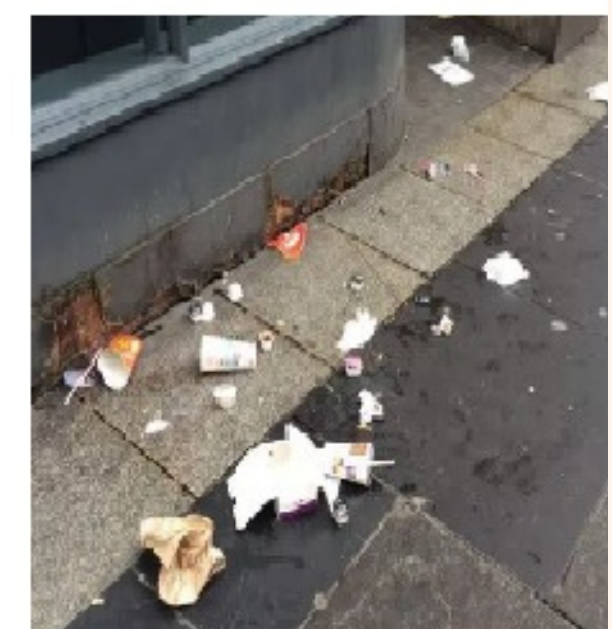


Backing
Business

Where did we start?

The BID was established in March 2021 to rebuild and renew Walton-on-Thames.

- Record Vacancies, Reduced Footfall
- Lack of town identity
- High crime and anti-social behaviour
- WoTTA assumption 'all for free'



Walton-on-Thames Business improvement district

**ASB has fallen – in Dec 2022
it was down 50% compared
to Dec 2021**

**Footfall in 22/23
up since the
BID launch**

Key performance indicators

Car park usage (hours sold)
Q4 2021/22: 56,383
Q4 2022/23: 61,395
Increase 8.9%

Vacancy rates — (street units)
February 2020: 40 units
Sept 2021: 23 units
June 2023: 19 units

Achievements FY 2022 – 23

01

MARKETING & PROMOTION: Focussed effort of BID Manager to meet businesses, listen and act, increased visibility in Walton

Social Media - Increase 51.5% Facebook, 58% Instagram, 64.5% Twitter, Av. Monthly Reach 25K, Engagement 10K

Branding - updated look & feel, new banners, flags and bunting.

Communications - monthly e-news, Av. open rate 65%, acknowledgement of Love Walton in the Community - inc. social media, Advertising in Your Elmbridge Magazine

02

SAFE, WELCOMING & ACCESSIBLE - Damaged Totem Removal, Wayfinding & Signage Review Project - inc. CIL Application. Branding Banners

03

CLEAN & GREEN - Planter Maintenance, Deep Clean of BID Zone,

04

BACKING BUSINESS- Lobbying key stakeholders - EBC, SCC, Police, The Heart. Supporting developments for High Street premises. Launch Loyal Free App

05

EVENTS PROGRAMME: Jubilee Event, Heritage Day planning, Festival of Light, return of parade, new Christmas tree, increase footfall, best days trading



BEST DAYS TAKINGS
OF THE YEAR!

WE STAYED OPEN AND
MADE MORE THAT HOUR
THAN MOST WEEKDAYS

GREAT TO SEE THE
COMMUNITY BACK OUT IN
FORCE, SUPPORTING
LOCAL BUSINESSES

Looking Forward – 2023 – onwards

01

MARKETING, PROMOTION & EVENTS:

Loyal Free App. Website Updates. Video Content. Walton Independents Campaigns. Expanded Events programme – Coronation & Duckathon, Film Festival, Make Music Day, Heritage Day, Festival of Light.

02

SAFE, WELCOMING & ACCESSIBLE: Key voice to improve the look of our High Street. Deterrents from ASB/Theft. Deliver an amazing Wayfinding Project to connect our town with the River and Railway Station.

03

CLEAN & GREEN: Lobby for support to clean back areas of the town centre. Continued 'Deep Cleans' of the town centre environment. Be an inspirational and innovative force to create a green and beautiful town centre.

04

BACKING BUSINESS: Walton Independents Campaigns, Lobbying for High Street development. Create a focus group to understand and act on ASB/Theft. Investigate BID wide Waste Management contract. Future Vision of High Street Project – business voice for their town. Involvement on EBC 'Parking Project – to drive footfall,

Celebrating Walton's Independent Businesses!

One of the things that makes Walton so special is our vibrant community of independent businesses. From cool cafés to unique boutiques – they offer you an authentic and memorable experience. Whether you're strolling along the High Street, exploring the Bridge Street area, or maybe attending one of the town's many events, our shops and businesses are sure to make your visit truly enjoyable!




HIGH STREET

-  **Cafés**
1. Cacao Route
2. Esquires
3. Olive
-  **Barbers**
4. Hope Barbers
5. The Barbers Company
-  **Hair & Beauty**
6. Rita's Hair & Beauty
7. Tantrums Hair Extensions
8. Meraki Beauty Boutique
-  **Nail Bar**
9. Harmony Nails
-  **Convenience Store**
10. The Local
-  **Jewellers**
11. Fleur Jewellery
-  **Lawyers**
12. Howell Jones LLP
-  **Funerals**
13. Lodge Brothers
-  **Opticians**
14. Carmelo Castiglione Opticians
-  **Estate Agents**
15. Seymours Walton
16. James Neave
17. Martin Flashman & Co.
18. Harnes Turner Brown
-  **Pub**
19. The Walton Village
-  **Tanning Salon**
20. The Sun Retreat
-  **Hardware Store**
21. Warehouse

CHURCH STREET

-  **Barbers**
29. Boys Own
30. First Class Turkish
-  **Hair & Beauty**
31. Novu Salon
32. Omni Beauty Academy
33. Jina Beauty
-  **Nail Bar**
34. Holly's Nails
-  **Restaurant**
35. The Persian Kitchen
-  **Kitchen Designer**
36. Surrey Kitchens & More
-  **Takeaways**
37. Basilo Pizza
38. The Fish Tank
-  **Opticians**
39. Eyeworks
-  **Dentist**
40. EgoDent
-  **Dry Cleaner/Alterations**
41. Bona Tailoring & Dry Cleaning
-  **Clothing**
42. Zebra Boutique
-  **Store**
74. Best Biltong your South African Shop

THE HEART Hepworth Way

-  **Camera Shop**
43. Walton Cameras
-  **Café**
44. Honey & Rose
-  **Hair & Beauty**
45. Mary Ann Weeks/Aveda

THE HEART Nettlefold Walk

-  **Charity**
46. Binti Period
-  **Clothing**
47. S-Ponder
-  **Pharmacy**
48. Courts Pharmacy

BRIDGE STREET

-  **Cafés/Bakery**
49. Le Petit Café
50. Chair & Chai
51. Walton Espresso House
52. Otter Café
53. Two Fat Cats
-  **Hairdresser**
54. Union Hair
56. Hairxperts
57. Studiog4
-  **Hair & Beauty**
55. Escape Hair & Beauty
-  **Restaurants**
58. Sushi Wakyo
59. Babucci
60. Khao Sarn
61. Prima Fila
-  **Wine Bar**
62. Vittels & Vine
-  **Jewellers**
63. Artelli
-  **Thai Massage**
64. Supha Thai Massage
-  **Dance**
65. 4Dance
-  **Dry Cleaner/Alterations**
66. Walton Stitch
-  **Tattoo**
67. Interskin
-  **Yoga/Health**
68. Body & Brain
Yoga Tai Chi
-  **Carpet Shop**
69. Country Carpets
-  **Pub**
70. The Bear Bar & Barbers

THE HEART Covered Mall

-  **Hair & Beauty**
71. Serenity Beauty
-  **Mobile Accessories**
72. Top Gift
-  **Charity**
73. Hoarding UK



NEW ZEALAND AVENUE

-  **Cafés**
22. The Surrey Coffee Co.
-  **Bridal Shop**
23. Love me do Brides
-  **Restaurant**
24. Parsley
-  **Bike Shop**
25. Hoops
-  **Funerals**
26. Frederick W Chitty & Co.
-  **Kitchen Designer**
27. Ligneous Kitchens
-  **Furniture & Garden Furniture**
28. Bridgman Furniture

Love Walton will be supporting our independent businesses during

Jul 1-2 Independent's Day UK Weekend

1st-2nd July 2023. www.Independentsdayuk.org

lovewalton 

More information on
www.lovewalton.co.uk
or our socials
[@welovewalton](https://www.instagram.com/welovewalton)



Wayfinding Review and Signage Investment to link Riverside, Railway Station to the Town centre

FINANCES

Business Plan based on £176,000 Levy
& £26,400 Grants/Sponsorship (15%)

FY 2022-23 Billed £143,000
£131,171 collected (92%)

FY 23-24 Billed £135,125*, expect collection 80%
& £20,000 Grants/Sponsorship

* Some £40,875 down on business plan projection

FINANCIAL STATEMENT - FY 2022-23

Walton BID Ltd

Income and Expenditure Account

for the period ended 31 March 2023

	2023	2022
	£	£
Turnover	4,496	967
Other income	131,176	109,588
Cost of raw materials and consumables	(54,033)	(40,544)
Staff costs	(33,303)	(32,000)
Depreciation and other amounts written off assets	(217)	(164)
Other charges	(47,186)	(36,965)
Surplus before tax for the financial period	933	882
Tax	(219)	(105)
Surplus for the financial period	714	777

The Directors agreed to move the end of FY to 31 March to align future FY with Levy Bills. So FY 22-23 ran 1/3/22 - 31/3/23

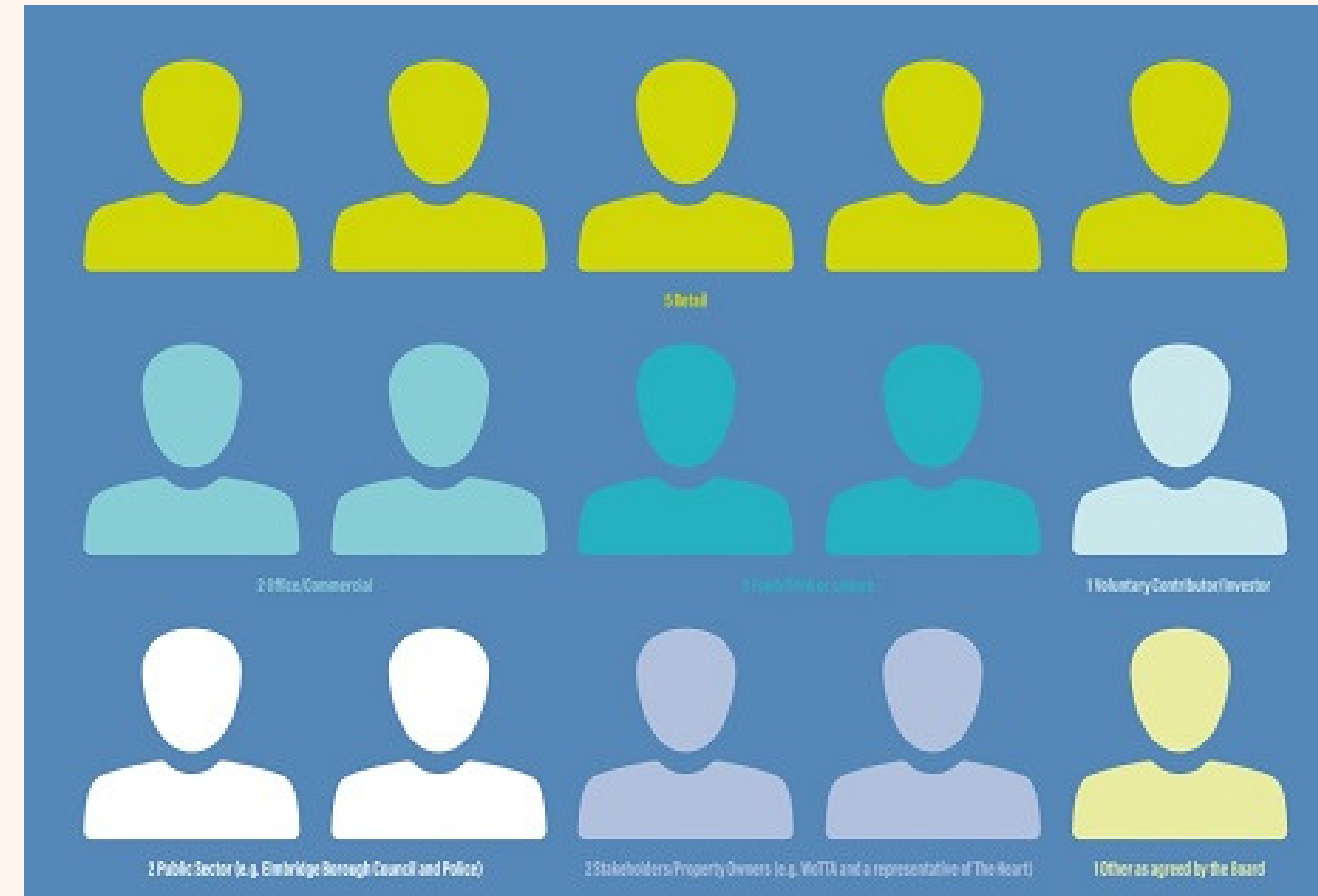
The BID BOARD



Today we welcome Ned Clarke as the new Chairman of the BID Board

We Thank Pete Beggan of PA Housing who has led the Board since the task force creation in 2018.

On-going members of the Board from:
Howell Jones Solicitors, James Neave,
The Heart and McDonald's
plus advisors from EBC and Click Save & Print,



Currently 6 Members, plus 2 advisors however gaps include: Finance, Retail, Service Sector and Office.

Commitment 6 board meetings per year,
3 Year initial term,
If a Director – £1 liability limited by guarantee



Undertake an annual deep clean which is in addition to the cleaning which is already delivered by Elmbridge Borough Council.

ACTIONS ALREADY COMPLETED IN FY 2023-24

