

ESHER

BUSINESS IMPROVEMENT DISTRICT

NEWSLETTER
THREE



You may be aware that a proposal to create a Business Improvement District (BID) has been taken forward by the Esher BID Task Group, a group of local businesses who believe that collaboration and communication are key to creating a thriving and welcoming High Street. An Esher BID will allow the business community to take control of and make improvements to their trading environment.

Many businesses feel that Esher High St has lost its identity and is perceived more as a town that you drive through rather than a town that you visit, with fast flow traffic and badly designed crossing points making it a less than welcoming environment for pedestrians. A BID would seek to support the High St community moving forward, with a mission to increase footfall, raise awareness of what Esher has to offer and make the High St a more attractive and welcoming place to visit throughout the year.

During the consultation period, businesses were asked what improvements they would like to see which could improve their business, the High St community and the environment. Based on their feedback, the BID Task Group have been working on a Five-Year Business Plan containing the key projects that businesses feel would make a difference. The projects have been costed and are to be funded equitably by all the businesses within the BID Boundary via an annual BID Levy which is calculated on a pro rata basis (1.5% of your rateable value) providing ca £130,000 of investment funds annually.

A confidential vote will be held from mid-October to mid-November 2025 when all businesses that would pay the levy will get a vote. To achieve BID status, a majority of those that vote must be in favour by number and rateable value. A successful BID then has a mandate for a maximum of 5 years after which the BID would need to seek a renewal through a further ballot. More than 13 BIDs are operating successfully in Surrey towns.

YOUR VOTE COUNTS!

If you have received this newsletter, you are in the proposed BID area and YOUR VOTE COUNTS!

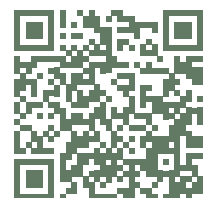
If you have questions or need more information you can visit our website

www.esherbid.co.uk

Drop us a line at **hello@esherbid.co.uk**
OR

Join us for an online **BID Q&A** on **Thursday 17th July** from **11-12.30pm** including an introduction by **Cobham BID**.

**CLICK THE LINK
OR THE QR CODE
TO REGISTER**



<https://www.surveymonkey.com/r/EsherBIDWorkshop2025>

QUESTIONS?

Please visit our website **www.esherbid.co.uk** to make contact with us, get more information and keep up to date.

WHAT YOU WANT A BID TO DELIVER FOR ESHER

DESTINATION MARKETING

- You want to develop a unique identity for Esher with visual branding across all platforms that reflects the town's character and heritage.
- A website to showcase all that the town has to offer positioning the High St as a destination for shopping, dining, professional services and leisure activities.
- A social media presence will spotlight local businesses, local promotions and community news, encouraging more footfall and spend in the town.

EVENTS & PROMOTIONS INCL CHRISTMAS LIGHTS

- The BID will deliver footfall-driving campaigns into the town centre, hosting at least 2 seasonal events in collaboration with local businesses.
- One of these will celebrate the start of the Christmas period with a Christmas Lights switch on event with the BID either leasing or purchasing Christmas lights to create a more inviting, festive lighting scheme.
- Other ad hoc sector specific promotions such as markets and trails will aim to generate a more vibrant atmosphere.

ATTRACTIVE & WELCOMING

- Wayfinding to help visitors easily find parking, shops, services, amenities and venues.
- Investment in new street dressing to create a more vibrant & attractive environment creating positive perceptions for visitors.
- Build strong working relationship with Surrey Police to raise concerns, strengthen communications and advocate for more police visibility in the town as well as introducing crime fighting technologies.

BUSINESS SUPPORT

- Work with businesses to reduce costs, build connections and provide support to help you grow and succeed.
- Create a database of BID businesses to keep you informed via regular newsletters of opportunities that can enhance your business, eg, grants and training.
- Collect & analyse visitor footfall data and demographics.
- Help reduce business overheads through centrally negotiated services.
- Act as a conduit between local government and the business community, lobbying for Esher

GETTING THE JOB DONE

A BID can transform an area into a vibrant, attractive destination through coordinated branding, marketing events, public realm enhancements and collaborative partnerships. A dedicated BID Manager, reporting to the Board, will be appointed to drive delivery, represent business interests and ensure the BID works for Esher.

MEET THE TASK GROUP

Jordan Addison	Giro Cycles & Cafe
Steven Barrett	Waitrose
Max Berry	The Fit Partnership
Sarah Drabwell	The Jockey Club
Ramon Mullan	Humming's Bar & Restaurant
Doug Perkins	Elmbridge BC
Lucy Roshier	Killik & Co
Kay Stewart	Audley Chaucer Solicitors

MORE INFORMATION

Visit esherbid.co.uk for more information on the Esher BID or contact hello@esherbid.co.uk