



**Your town**  
**Your thoughts**  
**Your Kingston First**

Share your views on the future of Kingston and help us shape the business plan for Kingston First's fourth term.

**Consultation closes Friday 28 September 2018.**



£65,000+

ACTUAL COST SAVINGS TO MEMBERS SINCE 2015



10,400+

KINGSTON EMPLOYEES SAVING MONEY WITH THE KEEP IT KINGSTON CARD



65,000

'WHAT'S ON' BOOKLETS DELIVERED TWICE A YEAR TO LOCAL HOMES



14,000+

FOLLOWERS ON SOCIAL MEDIA



1.1m+ kg

WASTE RECYCLED EVERY YEAR FOR FREE



414

MEMBERS ATTENDED TRAINING WORKSHOPS OR SEMINARS SINCE 2017

# HERE FOR YOU

## SAVING YOUR BUSINESS MONEY

Over the years we have continued to develop a number of cost saving initiatives that have helped our members make substantial savings including a **free daily recycling service** and access to a **cost saving team** to help reduce every day costs. We also introduced a programme of **free training and business workshops** to upskill workers across a number of topics from first aid to social media and recently negotiated **discounted car parking** for employees.

## YOUR KEEP IT KINGSTON CARD

With over 10,000 cards distributed in its first year, the Keep it Kingston scheme enables Kingston employees to save money, while providing local businesses with a platform to promote their services, products and offers.

## MARKETING YOUR TOWN

We are the custodians of the 'In Kingston' brand, investing in marketing and PR to promote the town's strong retail, leisure, events and cultural offer across a range of platforms. We deliver year-round marketing campaigns to raise the profile of the town along with **printed visitor maps** and 'What's On' guides and the popular **Thumbs Up It's Thursday** programme during school holidays.

## KEEPING YOUR STREETS SAFER

A secure town centre is fundamental to an effective trading environment which is why we offer a dedicated reporting system for sharing the latest **crime intelligence** and a **Radiolink** system linking businesses directly with CCTV and each other. Alongside this, Kingston First coordinate Pubwatch and Kingston Business Against Crime schemes; uniting businesses to share experience and take action.

## ENHANCING YOUR TOWN CENTRE

Kingston First contributes significantly to initiatives that improve the look and feel of the town's street scene to ensure Kingston is an attractive centre for people to visit and do business in. Twice a year we deliver a **deep clean of Kingston's pavements**, we invest in the town centre **Christmas lighting, seasonal planting** and **street dressing** whilst our **ranger team** work daily to paint street furniture, remove graffiti and keep the environment clean and welcoming.



40,000+

TASKS ACTIONED BY OUR RANGER TEAM THIS CURRENT TERM



98,000m<sup>2</sup>

PAVEMENT CLEANED EVERY YEAR

# 13 YEARS

## OF SUPPORT AND DELIVERY

As the UK's first business improvement district (BID), Kingston First has been driving initiatives to support the commercial success of the business community in Kingston since 2005. We deliver exceptional services that ensure Kingston is a thriving and attractive environment to do business in, as well as a vibrant and exciting destination for people to visit, shop, learn, live and work in. We also manage the day-to-day running of Kingston's markets, ensuring the history of our market town continues to be celebrated.

As we near the end of our third five year term we are now seeking your feedback and suggestions to assist us in preparing our fourth term business plan for 2020-2024, ahead of our renewal ballot in the summer of 2019.

Kingston First is funded by 1% levy on the rateable value of businesses and organisations operating in the town centre BID area. Details about the BID area and our funding are available at [kingstonfirst.co.uk/aboutus](http://kingstonfirst.co.uk/aboutus)



## YOU AND YOUR BUSINESS

Complete your details below and your comments overleaf then return this form in the freepost envelope provided to:

Kingston First, 3rd Floor Neville House, 55 Eden Street, Kingston upon Thames, KT1 1BW  
Or do feel free to drop into the office and speak to one of the team.

**Alternatively, you can complete this form online at [kingstonfirst.co.uk/consultation](http://kingstonfirst.co.uk/consultation)**

### Your Details

Name	Job Title
Business Name	Telephone
Email address	
Street Address	
Postcode	

### Which sector best describes your business?

<input type="checkbox"/> Retail	<input type="checkbox"/> Pub/Bar	<input type="checkbox"/> Restaurant/Café	<input type="checkbox"/> Office/Commercial	<input type="checkbox"/> Other (please state)
<input type="checkbox"/> Hotel	<input type="checkbox"/> Art/Culture	<input type="checkbox"/> Professional Services	<input type="checkbox"/> Health Service	

# YOUR THOUGHTS



2015-2019

## CURRENT TERM PROJECTS AND SERVICES

Please rate on a scale of 1-5 how valuable you feel the following Kingston First projects and services have been to your business and the town

1 – not very valuable      5 – very valuable

PLEASE TICK

Free recycling service with First Mile	1	2	3	4	5
Free training and workshops	1	2	3	4	5
Keep it Kingston card	1	2	3	4	5
Cost saving on day-to-day business services	1	2	3	4	5
Online presence with the 'In Kingston' website and social media	1	2	3	4	5
Summer and Christmas marketing campaigns	1	2	3	4	5
Raising the profile of the town through press coverage and press visits	1	2	3	4	5
Investing in summer banners, Christmas lights and floral installations	1	2	3	4	5
Providing Radiolink and crime reduction initiatives	1	2	3	4	5
Providing a clean and welcoming town centre	1	2	3	4	5
Delivering the Christmas Market	1	2	3	4	5

Do you have any comments regarding the projects and services we have been delivering this term?

## FUTURE PROJECTS AND SERVICES FOR OUR FOURTH TERM

Please place the following objectives in order of how much of a priority they are to you and your business .

1 – highest priority      6 – lowest priority

**PLEASE ONLY USE  
EACH NUMBER ONCE**

<ul style="list-style-type: none"> <li>Representing the town centre business community and lobbying on issues that are important to you (e.g. Crossrail2, business rates, town centre issues)</li> </ul>	<input type="text"/>
<ul style="list-style-type: none"> <li>Working with partners to improve access and connectivity into and around Kingston town centre (e.g. car parking, signage, public transport)</li> </ul>	<input type="text"/>
<ul style="list-style-type: none"> <li>Improving the experience of town centre streets and space (e.g. quality paving/ streetscapes and street furniture, improving air quality, clean and attractive streets)</li> </ul>	<input type="text"/>
<ul style="list-style-type: none"> <li>Providing additional business support opportunities (e.g. business networking events, training and skills, cost savings, employee health and wellbeing initiatives)</li> </ul>	<input type="text"/>
<ul style="list-style-type: none"> <li>Promoting Kingston as a destination (e.g. organising events, driving tourism, place marketing)</li> </ul>	<input type="text"/>
<ul style="list-style-type: none"> <li>Working with partners to deliver initiatives which support a safer town centre (e.g. collaborating with Met Police, Pubwatch, RadioLink, additional security)</li> </ul>	<input type="text"/>

Do you have any ideas for new projects that you would like Kingston First to consider for our fourth term or any particular initiatives that you think should be high priority?

### YOUR VOTE

In principle, will you support Kingston First for a fourth five-year term by voting yes in the renewal ballot in June 2019?

Yes                       No

Would you like to add any comments to your answer?

### VOTER DETAILS

If you are not the person who will have authority to vote, please complete their details below.

Name
Job Title
Email address
Telephone
Street Address
Postcode

**Thank you for taking the time to complete this consultation survey.**



# WHAT HAPPENS NEXT?

Once the consultation process has finished and been reviewed, we will produce our proposed Business Plan for our fourth term and share this with you in early 2019 ahead of our renewal ballot in June. We'll also be in touch in the meantime to keep you updated on our projects and services.

If you have any questions or wish to discuss any of the details in this document further, please don't hesitate to contact Kirsten Henly, Chief Executive on 020 8547 1221 or email [kirsten.henly@kingstonfirst.co.uk](mailto:kirsten.henly@kingstonfirst.co.uk)

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