INCOME & EXPENDITURE 2022-23

For the period 1 April 2022 - 31 March 2023

INCOME		
Bid Levy	£	131,175.82
Grants	£	8,860.00
Sales (Other) Income	£	2,713.73
Total Income	**£**	**142,749.55**
EXPENDITURE		
Backing Business	£	6,454.00
Clean & Green	£	13,671.00
Marketing, Promotion & Events	£	38,352.58
Safe, Welcoming & Accessible	£	27,839.62
Overheads	£	34,023.79
Total Expenditure	**£**	**120,340.99**
Contingency & CF	**£**	**22,408.56**

INCOME & EXPENDITURE 2023-24

Forecast 1 April 2023 - 31 March 2024

INCOME		
Bid Levy	£	108,100.00
Grants, Sales Income	£	22,000.00
Contingency & CF	£	44,200.00
Total Income	**£**	**174,300.00**
EXPENDITURE		
Backing Business	£	13,700.00
Clean & Green	£	16,300.00
Marketing, Promotion & events	£	54,150.00
Safe, Welcoming & Accessible	£	29,300.00
Overheads	£	40,763.00
Total Expenditure	**£**	**154,213.00**
Contingency & CF	**£**	**20,087.00**

Looking ahead to 2023-24

Walton BID remains fully committed to supporting its levy payers and achieving the objectives of the BID Business Plan.

Our priorities and planned activity for the year ahead include:

Complete town centre 'deep clean' reinvigorating the look & feel of the town centre

Delivery of 'Wayfinding Signage' to connect visitors from railway, &/or River Thames to town centre

Support businesses to amplify offers, competitions & events on 'Explore Elmbridge'

Focused support & delivery of campaigns for Walton's Independent Businesses

Expand Events for Walton - Coronation, Film Festival, Make Music Day, Heritage Day & Festival of Light

Invest in street dressing, seasonal lighting to enhance the look & feel of town centre

Represent businesses in the 12-month parking pilot run by Elmbridge Borough Council

Lead a project to identify the 'Future Vision of Town Centre', using grant from UK Shared Prosperity Fund

Work proactively with partners to maintain street cleansing standards and to respond to graffiti, litter, and other issues.

Actively apply for Grants & Sponsorship to enhance BID funds to deliver more for businesses & the community

Invested over £120K in your priorities for Walton and secured over £23K funding for projects & future events

Delivered improved Festival of Light with extended Giving Grotto and new town centre tree, busiest trading day of the year

Resident engagement on the up with a 50% increase in social media reach & over 2000 e-news emails sent.

Wayfinding & signage review to increase connectivity. Involvement in EBC Parking & Design Code Reviews

Increased visibility of BID Manager in Walton. Active engagement with levy members & wider community

Who is your BID Manager?

Tracey Blandford has been the Walton BID Manager since 25 April 2022. A local resident since 1998, Tracey has seen first-hand the changes to the town and the challenges it faces.

As the PR and Marketing Director of WoTTA (Walton on Thames Trading (Town) Alliance) from 2016 – 2020 Tracey was instrumental in working with Elmbridge Borough Council and BID Consultants to develop the BID Business Plan and was the liaison with businesses ahead of the vote in March 2020.

Tracey is always available to meet with any BID Business and is regularly seen in the town centre catching up with business owners/managers and hearing their views, concerns, and successes.

Keep Up To Date

Walton BID regularly sends a e-news updates

If you are not yet receiving these please email: hello@waltonbid.co.uk to give consent to be added to the database.

Please invite colleagues to sign up for BID e-news.

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WALTON-ON-THAMES
BUSINESS IMPROVEMENT DISTRICT

YOUR BID LEVY 2023-24

The BID was set up for businesses, by businesses, to support the town centre and ultimately hopes to invest approximately £650,000 over five years to make Walton-on-Thames a great place to shop, live, work and do business.

Our Priorities

Marketing, Promotion & Events
Champion Walton-on-Thames with marketing, events and promotional activity to help raise the profile of the town and all it has to offer.

Safe, Welcoming & Accessible
Improve people's experience and perceptions of Walton by helping deliver a safe and welcoming town

Clean & Green
Ensure the town is easy to navigate, addressing issues of accessibility, parking and sustainability

Backing Business
Unite businesses to work collectively for mutual success and act as a representative voice of the Walton business community