

NEW MEMBER'S GUIDE

HARROW
TOWN CENTRE
Business Improvement District

WELCOME TO HARROW

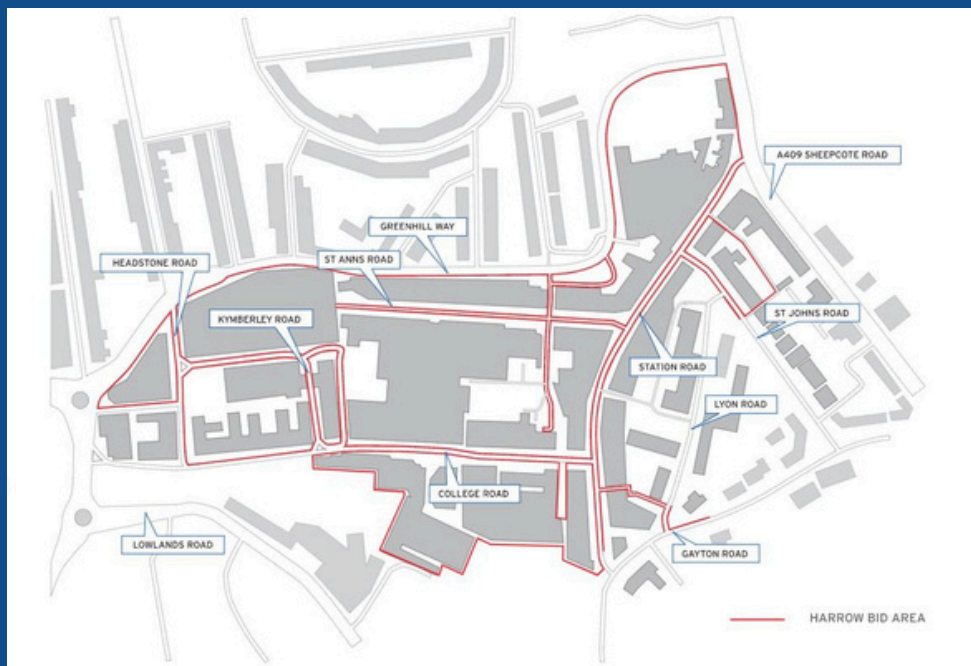
As a new business in Harrow Town Centre, you are automatically a member of the Harrow Business Improvement District (BID) if you occupy a unit with a rateable value of £30,000 or more. Here's a short guide to who we are, what we do, and how we can help you.



WHAT IS A BID?

A Business Improvement District (BID) is a defined geographical area in which local businesses have voted to make a collective investment in improving the environment. Business-led and funded by a mandatory levy on all eligible business rate-payers, BIDs operate for a term of five years and provide additional or enhanced services as requested by their members.

Created by a local ballot, the Harrow BID began its third 5-year term in April 2024 covering the area detailed below. If you operate a business within this boundary in a premise with a rateable value of £30,000 or more, you will automatically become a member.



DEFINED AREA

Clarendon Road
2-134 College Road (even)
3-79 College Road (odd)
1-9 Gayton Road
Greenhill Way (Car park only)
Havelock Place
Headstone Road (Bradstowe House Gym)
Kymberley Road
1-5 St Johns Road
St Anns Road
St Anns Shopping Centre
St George's Shopping Centre
276-380 Station Road (even)
229-381 Station Road (odd)
William Carey Way

HOW MUCH WILL IT COST ME?

You will receive an invoice from Harrow Council on our behalf. Bills are sent out each March for the beginning of the financial year. If you open a new business part way through the year, you will receive a pro-rata invoice. The levy is 2% of the rateable value of the premises you occupy. This levy is subject to an annual inflationary increase of 3% and rounded up or down to two decimal places.

HOW WILL I BENEFIT?

The BID is staffed by a small team who work on your behalf to bring additionality to the town centre. We work in partnership with many agencies including Harrow Council, Metropolitan police, homeless charities, event providers, and pest control subcontractors. We aim to make Harrow a more vibrant and welcoming location to increase footfall to YOUR business.

WHAT CAN YOU DO FOR MY BUSINESS?

The BID is your voice to present shared views on working, visiting and living in Harrow to local authorities and to other partners we work with. We help market and promote your business to visitors, residents, workers and investors. We offer business insight to develop and share information and knowledge on 'what works' for successful business and community activities in Harrow. We coordinate and provide additionality to services provided in the town to improve their value, impact and efficiency for business and visitors.

If you have any queries or want further information please contact Louise Baxter on 020 8863 9933 or email info@ha1bid.co.uk



HARROW BUSINESS AGAINST CRIME

We encourage all businesses to join HBAC. This gives access to our secure DISC database which contains details of known offenders, beggars, and those causing anti-social behaviour. Images help you identify individuals that are causing trouble so you can deter them from entering your business.

We hold regular meetings, which are also attended by the police, where you can gain valuable information on current offenders, trends to look out for, and ways to protect your business.

We provide Town Link radios via our sub-contractor Resound, for a small charge. This links businesses with the CCTV control room, the BID, and the police and is a useful tool for businesses to warn each other of potential threats.

HARROW



PARTNERSHIP WORKING

We work closely with various departments in Harrow Council. We are your voice and can highlight matters of concern from broken paving or street lights, to highways, enforcement and car park issues. We regularly inspect the town and report fly tips, cleansing and highway issues.



BEST BAR NONE

BBN is an accreditation scheme supported by the Home Office and the drinks industry which is aimed primarily at promoting responsible management and operation of alcohol licensed premises.

The BID has BIIAB trained staff who inspect licensed premises. This has helped to ensure our pubs and restaurants offer high standards of care to their customers and meet their legal responsibilities. Venues who pass the various social, welfare and health & safety checks receive accreditation plaques.



SOCIAL MEDIA

As a BID member you can benefit from promotion of your business to over 17,000 followers across our social media platforms – Facebook and Instagram. You can send us offers, new products, job vacancies or details of services you offer. Alternatively, we can visit your premises and take photos or promotional videos which we can then post on our pages.

We operate two websites, BID members details are listed in our business directory. If you want to supply alternative copy please send it through to us. We also post news stories, information and local events happening in the wider Harrow area. If you have an event we can promote it for you.



FOOTFALL DATA

Cameras capturing footfall data are placed on College Road, Station Road and St Anns Road and gather statistics on a hourly basis. Reports showing the number of visitors to the town centre are made available with our newsletter, or you can email us for specific reports or data. This helps give businesses a better understanding of their potential customer numbers and enables them to plan accordingly.



WORKING WITH THE POLICE

We work closely with the Greenhill Safer Neighbourhood Team who regularly attend our HBAC meetings. We attend the quarterly meetings of the Greenhill Ward Panel, where we discuss aspects of the town centre with police officers, councillors and local residents. We also attend monthly meetings of the Deputy Heads from Harrow schools with police officers.

We provide input to meetings of the borough's Anti-Social Behaviour Action Group where decisions are made about issuing Criminal Behaviour Orders and Community Protection Notices and we regularly ban troublesome youth and prolific shoplifters from the town.

HARROW

EVENTS

The BID operates a calendar of free seasonal events, markets and smaller scale promotions aimed at potential shoppers, demonstrating how much Harrow has to offer and giving them a compelling reason to visit. The events are free to attend with our Christmas and Summer events being popular and increasing footfall. There are opportunities for you to partner with us at our events and get your branding in the public eye.




PEST CONTROL

We work with a dedicated contractor to deal with feral pigeons. Pigeons are an ongoing issue for town centres and will never be fully eradicated, but we work to reduce their numbers and hopefully the associated mess and disease that they bring. Under the PSPO restrictions, the feeding of vermin is prohibited so we work with Harrow Council to report those who throw food on the ground.




AMBASSADOR SERVICES

Our Ambassador visits businesses and is generally out and about in the town centre on a daily basis. You can bring any concerns you have to his attention.

 c/o Management Suite, St George's Shopping Centre, St Anns Road, Harrow, HA1 1HS

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