

## WHAT WE DO

### ENHANCE THE ENVIRONMENT

... by cleaning commercial streets, planting greenery in public areas, providing free and discounted waste and recycling services, funding air quality improvement projects and providing Christmas and tree lighting.



### CONNECT & REPRESENT BUSINESSES

... by providing opportunities for member networking, running campaigns on issues of importance to the Waterloo economy and representing members' interests for major public realm schemes and developments.



### CELEBRATE & PROMOTE WATERLOO

... through digital media, press and PR, hosting events, running campaigns and supporting local initiatives we increase footfall, attract visitors and showcase the wide range of products and services on offer in the area.



We also run **Lower Marsh Market** to increase footfall to shopping areas and **Build Studios**, an affordable office for small business in the built environment sector.

## NEW MEMBER BENEFITS FOR 19/20

- MORE EVENT ACTIVATIONS THROUGHOUT THE YEAR
- FOCUS ON PLACEMAKING AND WAYFINDING
- INCREASE IN GREENING
- QUARTERLY BUSINESS SURGERY DROP-IN



## MEET THE TEAM

WeAreWaterloo is a Business Improvement District (BID). Voted for and supported by local businesses, we are a not-for-profit company governed by volunteers from the local business community with the sole purpose of improving Waterloo as a place to work, visit and reside. The BID's projects and services are delivered by an experienced team:



### BID TEAM (LEFT TO RIGHT)

**Lina Valle** BID Support Officer  
**Harrie Notton** Marketing & Communications Manager  
**Natalie Raben** Chief Executive  
**Alex Butt** Operations & Services Manager  
**Sonia Martin** Employ SE1 Manager

## THREE WAYS YOU CAN GET INVOLVED

**Join one of our steering groups.** We currently run an Environmental Steering Group and a Marketing Steering Group that meet once a quarter to discuss public facing projects such as street art, green infrastructure and regeneration projects.

**Let us know your thoughts.** Our annual survey is a good way to influence how the BID levy is spent.

**Meet the neighbours.** We run events throughout the year including networking breakfasts, evening receptions, guided walks and training.

FOR MORE INFORMATION, PLEASE VISIT

**WWW.  
WEAREWATERLOO  
.CO.UK**



## CONTACT US

WeAreWaterloo  
Build Studios  
203 Westminster Bridge Rd  
London  
SE1 7FR

020 7620 1201  
info@wearewaterloo.co.uk  
www.wearewaterloo.co.uk  
@wearewaterlook



WeAreWaterloo BID Levy Billing 2019/20

**BID SERVICES  
2019/20**

**IT'S YOUR  
WATERLOO  
BE PART OF IT.**

# WE ARE WATERLOO



## WHAT WE DELIVERED IN 2018



### PUBLIC ART

We commissioned Lower Marsh-based design agency, Lucky 23, to design hoardings for both 22-25 Lower Marsh and 100-108 Lower Marsh developments, in a bid to brighten up the neighbourhood with public art projects. Stay tuned for more in 2019.



### LOWER MARSH MARKET

The weekday market has continued to flourish with more traders and activity than ever before. The Saturday flea market has had an increase of 60%.



### TAP LONDON

We worked with TAP London – a non-profit organisation dedicated to improving the lives of homeless Londoners through contactless technology - to introduce card readers to local businesses; currently, eight tap points can be found in Waterloo.



### WATERLOO FOOD MONTH

Our 10th Food Festival surpassed all expectations, with the launch party drawing in 6k visitors to Lower Marsh for a screening of England Vs Belgium World Cup match. We also introduced an anti-diet debate at the Young Vic and – as requested by participating businesses – a closing party to round off celebrations.



### RECYCLING

200 businesses continue to save money annually via WeAreWaterloo's recycling scheme with First Mile. This saves each business roughly £1,000 per year.

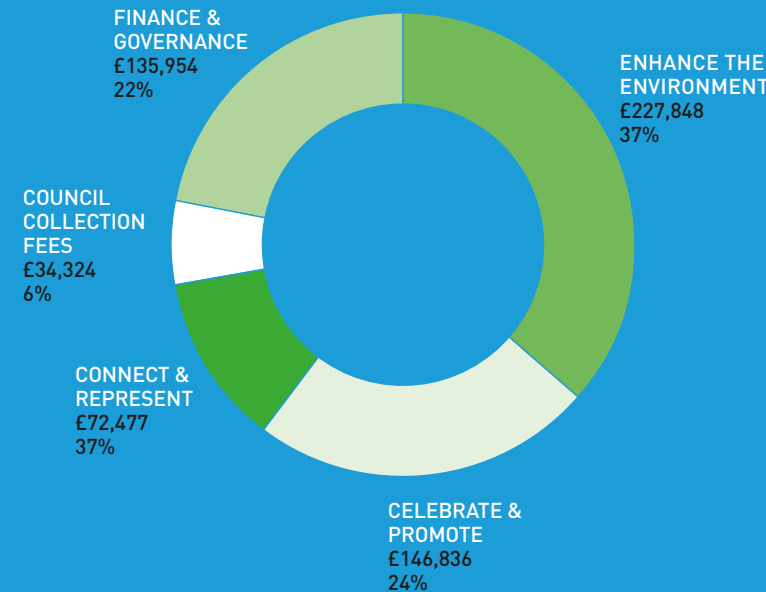


### MIRACLE ON LEAKE STREET

In partnership with South Bank BID, we transformed Leake Street Arches into Miracle on Leake Street - a brand new Christmas event like no other. Featuring a free screening of The Muppet Christmas Carol, cheesy Christmas karaoke, VAULT Festival mini-productions, Lower Marsh Market and snow, we welcomed 1.5k visitors to the area and raised almost £600 for Waterloo Action Centre.

## EXPENDITURE IN 2018-2019

The turnover for the year will be £648,395 of which £600,758 is from BID levy income. The remaining income will include sponsorship, grants income and miscellaneous income. Calculations are based on unaudited figures and include staff overhead reallocation costs.



### SUMMER SCHOOL

We collaborated with LSBU and Morley College London for a second year to deliver a free 'summer school' training programme for members. These sessions were tailored to meet business needs (from Social Media to Bookkeeping), but in 2018 we introduced courses on mindfulness in the workplace, which completely sold out.



### CHRISTMAS LIGHTING

This year we installed over a hundred Christmas lights on lamp columns throughout Waterloo, and the Christmas tree on Emma Cons Gardens. In addition, we commissioned construction artist Darren Ray (resident of Make Space Studios) to install an immersive Christmas card structure for the public to enjoy, which has received numerous tags on Instagram.



### TOGETHER AT CHRISTMAS

We ran a second Together at Christmas campaign, in which 33 businesses donated and wrapped over 1.5k gifts to our local homeless, vulnerably housed, care leavers and elderly community. We look forward to building on the campaign again in 2019.