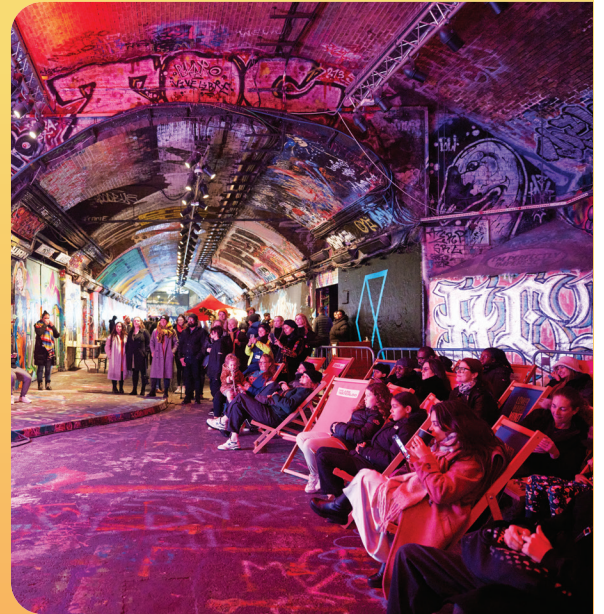


# WE ARE WATERLOO

## BUSINESS IMPROVEMENT DISTRICT (BID) SERVICES AND BILLING LEAFLET 2024/2025



### MEET THE TEAM

**Natalie Raben**  
Chief Executive  
natalie@wearewaterloo.co.uk

**Harrie Notton**  
Head of Marketing and Strategy  
harrie@wearewaterloo.co.uk

**Alex Butt**  
Head of Public Realm  
alex@wearewaterloo.co.uk

**Karol Doherty**  
BID Security Manager  
karol@wearewaterloo.co.uk

**Frankie Donnelly**  
Operations Manager  
frankie@wearewaterloo.co.uk

**Meeta Hitchings**  
Lower Marsh Market Manager  
meeta@lowermarshmarket.co.uk

**Zan Haq**  
Marketing and Projects Officer  
zan@wearewaterloo.co.uk

**Hannah Saroli**  
Digital Marketing Assistant  
hannah@wearewaterloo.co.uk

**Nina Barker-Francis**  
Lower Marsh Market  
Admin Assistant  
nina@lowermarshmarket.co.uk

### WHO WE ARE

WeAreWaterloo (WAW) is a Business Improvement District (BID) located in the literal centre of London.

Governed by the local business community, which includes a range of hospitality, cultural, small and medium sized businesses, F&B etc. and powered by a team of passionate individuals, we help improve Waterloo as a place to work, visit and live by rolling out diverse and creative programmes that enhance and protect our environment, celebrate and promote its unique character and connect those within it. We do this to empower Waterloo's communities and local businesses to succeed now and thrive in the future. The WAW area stretches between areas of Lambeth and Southwark. Each business within the BID footprint pays an annual levy to fund BID projects and each of these businesses have the authority to vote on the BID's continuation every five years in a local ballot.

### FIND OUT MORE



Call or email the team to set up an engagement meeting



Connect with neighbouring businesses at our post-work socials or lunchtime walks



Have your say by joining our Marketing and Public Realm Steering Group



Come along to one of the many celebrations organised to showcase the best that Waterloo has to offer



**WHAT'S COMING UP?  
SEE OVERLEAF**

# WHAT WE DO

## CELEBRATE AND PROMOTE

- Redesign grant scheme supporting business owners with upgrades to their shopfronts
- Large-scale events driving footfall such as Miracle on Leake Street, our alternative Christmas celebration, or Lower Marsh Lates free film screenings
- Informed programming and impact measurement provided by the GLA High Streets Data Dashboard
- Influencer-led destination marketing campaigns shining a light on Waterloo's alternative spirit and hidden gems
- Local discount scheme in collaboration with South Bank BID, STAR Card
- Waterloo - Behind The Scenes series promoting Waterloo's character (and characters) via a series of challenging panel discussions
- Advertising space on digital billboards in Waterloo Station promoting Waterloo's quirky spirit
- Eye-catching, branded lamppost banners welcoming visitors to the area and directing them to key destinations in the BID area such as Lower Marsh and The Cut



## CONNECT AND REPRESENT

- Free quarterly lunch-time walking tours for all Waterloo workers aimed at connecting our community and supporting their wellbeing
- Ongoing partnerships with local charities such as Waterloo Foodbank and Waterloo Action Centre
- Waterloo - Who Knew? Free, quarterly, post-work workshops held in a variety of Waterloo's indie venues, bringing locals together for a free night of fun
- Sponsorship of Waterloo Carnival, a celebration that shines a light on our local community in July
- Lobbying on behalf of members
- Legacy CSR initiatives such as Together at Christmas, our charitable gift collection drive

## NEW FOR 24/25

- A second round of our Redesign grant scheme, aimed at supporting business owners wishing to upgrade their shopfronts
- 'With Waterloo' dedicated webpage directing local workers to local causes to strengthen community ties
- The expansion of our Lower Marsh Lates series, incorporating free screenings of key sporting fixtures such as the Euros and Olympics
- The launch of a new planting and directional signage project at Lambeth North
- Roll-out of public art in prominent yet highly tagged areas of the BID area including Waterloo Road, London Road, Cornwall Road and more



## ENHANCE THE ENVIRONMENT

- Subsidised and free recycling for members
- Expanded in-house cleaning and greening team and specialist electric cleaning vehicle and cargo bike
- Maintenance and management of the area's planters and installation of pocket parks and parklets
- Dedicated BID Security Manager Karol Doherty to act as BID members' key contact for all crime and security matters
- Enhanced security training programme for Waterloo workers led by BID Security Manager
- Dedicated graffiti prevention and removal service
- Public art commissions such as colourful murals
- Publication and implementation of WaW's Climate Action Plan alongside the Net Zero Strategy for Waterloo & South Bank
- Dedicated security patrols to engage with local businesses and share intelligence



## LOWER MARSH MARKET

- Our hot food market offers delicious, affordable lunches to Waterloo workers, students, visitors and residents
- Craft sellers provide the perfect gifts for friends and family
- Free Edible Marsh lunchtime gardening events encourage community participation in urban greening

**LOWER  
MARSH  
MARKET**

[lowermarshmarket.com](http://lowermarshmarket.com)  
[@lowermarshmarket](https://twitter.com/lowermarshmarket)

## PROJECT EXPENDITURE

