



angel.london

RENEWAL PROPOSAL 2022-27



“

Voting to retain the BID will help ensure that the Angel recovers faster, stronger and will be good for business over the coming years.

”

Christine Lovett
Chief Executive
angel.london

It is now nearly five years since businesses voted overwhelmingly to continue to support the work of **angel.london** and maintain a Business Improvement District (BID) at the Angel.

Throughout this time we have kept our businesses at the heart of everything we do and continued to deliver on our key priorities of keeping the Angel safe, clean and welcoming.

Nobody could have anticipated what we have all experienced in the last eighteen months with the global COVID-19 pandemic and businesses have faced challenges almost beyond comprehension. Throughout this time we have stood by our members to help and guide and offer the trusted support you have hopefully become accustomed to from your **angel.london** team.

Our priority was to keep things running, help businesses access all available funding at the earliest opportunity and ensure that the vast number of relevant local and national directives were relayed back to our members. We also lobbied on behalf of those that 'fell through the gaps' and championed the many that supported the wider community.

We continued to deliver our on-street services too. Our Business Crime Officers made daily reassurance and welfare visits, whilst our Clean Team undertook deep cleansing of pavements and street furniture. As restrictions eased, we ensured that the town centre was ready for a bright return with fresh floral planting and greening.

As we move out of the grips of the pandemic, it would be a privilege to continue our journey over the next five years and with your support make the Angel even more sustainable, brighter and greener.

Working with TFL and other strategic partners on a range of infrastructure improvement options we will make the town centre more accessible and enjoyable for all. The Angel Area

Plan includes improving the busy Pentonville/City Road junction, Angel Underground Station entrance area, Liverpool Road and Chapel Market.

We will promote the Angel more widely to visitors, celebrating its distinctive character, culture, buzzing entertainment and retail offer. We recognise that to keep the Angel at the forefront of people's minds is increasingly important for it to thrive and flourish.

Of course, we will continue to develop our core services so valued by businesses: expanding the Business Crime Officer Team and widening the role of our Recycling Team to be official ambassadors for the Angel.

The role of **angel.london** has always been to help build a business community with synergy, and as we look to the future, collective working will be more important than ever.

Despite the immense challenges over the last eighteen months, the Angel has shown great resilience and we still see new retail and hospitality venues opening, new office space being created and the regrowth of the town centre economy.

Voting to retain the BID will help ensure that the Angel recovers faster, stronger and will be good for business over the coming years.

Christine Lovett, Chief Executive, **angel.london**

VISION AND VALUES

We're passionate about making the Angel a place that attracts business, encourages inward investment and delivers economic growth.

The Angel is:

- a premier town centre in London for retail and hospitality
- a safe, clean and enjoyable place to work
- a place where the business community works together for the collective good
- a leading location for sustainable business

angel.london is:

- delivering value for money for its members
- action orientated and gets things done
- a force for positive change
- the voice for Angel's businesses



“

angel.london has been remarkably helpful during these years and we are ever so grateful.

”

Zuzana Veghova
Office Manager
2Simple

angel.london

Business Improvement District

HISTORY AND ACHIEVEMENTS

2022 will mark 15 years since **angel.london** was founded and we have helped to transform the Angel into the vibrant town centre it is today.

2007

angel.london
founded

2007-2012

2012-2017

Successful re-election
of **angel.london** with
an extended boundary



SAFER

Angel Town Centre Police Team, funded by **angel.london**, established. The team subsequently awarded for being 'most proactive' in London. Safety and security training sessions introduced and Angel ShopWatch and PubWatch radio link schemes developed.

The Angel drops out of the Top 10 town centre crime spots in London.

CLEANER

Introduction of paper and cardboard recycling services, a rapid response cleansing service and coffee grounds recycling service (the first in the country).

BRIGHTER

Floral displays introduced and the town centre wins a London in Bloom Gold Award; the first of 10 awards in the competition.

Christmas lights displayed across the Angel.

STRONGER

Transformation of the town centre takes shape; removal of the central barrier on Upper Street, introduction of dropped kerbs, flushed surfaces, dedicated loading bays and timed crossing points to improve pedestrian flow and safety.

SAFER

Angel PubWatch Group established and town centre subsequently achieves 'Purple Flag' status for night-time safety.

Angel Crime Fighting Partnership and Community Security Zone (CSZ) groups established to tackle retail crime and respond to threats of domestic terrorism and major incidents.

Funding secured for the installation of additional CCTV cameras at the Angel.

CLEANER

Recycling service expanded to include white goods, office furniture and other large items.

Angel furniture 'swap shop' created to enable businesses to help each other.

Graffiti removal service introduced.

BRIGHTER

Angel hosts Olympic dignitaries and the Olympic Torch passes through Upper Street.

New Christmas lights introduced along Islington High Street and in Islington Green.

RBS Courtyard Garden opened to the public during daytime hours.

STRONGER

Installation of Chapel Market entrance arches.

Age Friendly Angel campaign launched.



2017-2022

angel.london
re-elected for its third
term and is further
expanded along
Upper Street

SAFER

ShopWatch and PubWatch radio systems transferred to WhatsApp Groups to enable instant notifications and visuals circulation. Further CCTV cameras installed giving complete coverage of Upper Street and Islington High Street.

Free bike security and mobile phone marking offered to all Angel workers and innovative 'acid attack simulation' training event held for all venue staff.

Angel Business Crime Reduction Partnership established and dedicated Business Crime Officers at the Angel introduced.



Vote **Yes** in the BID
ballot to continue the
journey with us

CLEANER

Pavement washing and deep cleansing services undertaken weekly and cardboard compactors installed in Chapel Market.

Participation in 'Cycle to Work' and 'Clean Air' initiatives, including free cycle maintenance sessions, clean-air walking routes and pop-up parklets.

Angel Sustainability Forum established.

BRIGHTER

Installation of floral bike rack planters introduced. Bespoke floral railing boxes installed outside National Autistic Society offices on City Road. Extension of floral displays Upper Street.

New summer bunting and Christmas lights installed in Camden Passage and Chapel Market. Introduction of winter tree lights in Roseberry Avenue and Christmas lights on White Lion Street.

Collaboration with RBS and Islington Council to develop biodiversity of RBS Courtyard Garden.



STRONGER

Introduction of new wayfinding signage across the town centre and all historic signage around Camden Passage restored.

halo card offer scheme launched for local employees and first 'Glow in the Angel' Christmas event held.

angel.london supports businesses throughout the COVID-19 pandemic through grant applications and appeals, tenancy issues, online promotion and advocacy.

PRIORITIES

We are here to support you, our BID levy payers.
Our work priorities are your priorities and have been
developed in consultation with businesses.

OUR FOUR PRIORITIES



In spring 2021 we asked businesses to identify which of our services that were most important to them. The feedback received has shaped our proposed priorities for the coming term.

SAFER

We make the Angel a SAFER place by protecting our businesses from crime. Keeping our workers and visitors secure. Bringing partners together to tackle crime and anti-social behaviour.

Our SAFER priorities are:



Over 90% of our businesses told us that **improving the safety of roads, pavements and crossings** was important or very important to them.

Uniformed security presence

Our Business Crime Officers, introduced in 2020, have already proved invaluable to retailers and other customer facing businesses, being on-hand to help staff handle shoplifters and those creating anti-social behaviour.

Over the next BID term we will continue to deliver and expand our dedicated uniformed security presence at the Angel, ensuring businesses have a rapid-response service.

Comprehensive CCTV coverage

Over the last decade we have secured funding for new CCTV cameras that cover the main thoroughfares in the Angel including Upper Street, Islington High Street, Liverpool Road and Chapel Market.

Over the next BID term we will continue to seek funding for additional CCTV provision to improve safety at the Angel.

Co-ordinated approach to tackle crime and anti-social behaviour

This year we established the Angel Crime Reduction Partnership, bringing together businesses covering all sectors, the Met Police and other strategic bodies. We are also part of the Angel Community Safety Zone and work closely with Islington Council's Street Populations Team.

Over the next BID term we will continue to deliver this co-ordinated approach to ensure the concerns of businesses are heard and matters that most affect them are tackled.

Safer pavements, roads and crossings

Our safer work goes beyond tackling crime and anti-social behaviour. We consider that the very fabric of the town centre, from pavements to roads and crossings, is essential, ensuring safety for all.

Over the next BID term we will work with TfL and Islington Council to deliver a package of changes which focuses on remodelling the City Road / Pentonville Road junction and also the Liverpool Road junction with Upper Street.

Technology to reduce crime

Our PubWatch and ShopWatch WhatsApp groups have provided a way for businesses to communicate with each other and for our Business Crime Officers to raise alerts of suspicious behaviour and well known shoplifters.

Over the next BID term we will continue to invest in new technologies to tackle crime and anti-social behaviour and provide businesses and workers with free mechanisms to keep their belongings secure.

Training to keep businesses and employees safe and secure

From acid-attack scenarios to how to deal with disruptive customers, since 2007 we have facilitated bespoke training for businesses to aid their security and safety of staff.

Over the next BID term we will continue to deliver training that will equip workers with the knowledge and tools to keep them and their property safe.



“

I just wanted to say that having daily visits from Gerry and other (Business Crime) Officers, and knowing that they are always nearby, has been a real support for us.

”

Phil Chapman
Manager
Oliver Bonas

Vote **Yes** in the BID ballot to ensure these safer initiatives are continued and realised.

CLEANER

We make the Angel a CLEANER place by helping businesses to recycle free of charge. Adding extra sparkle to the streets. Making the air we all breathe as healthy as possible.

Our CLEANER priorities are:

Business recycling services

Starting with paper and cardboard and then expanding to include office furniture, plastics, white goods, wood and even coffee grounds, our recycling services have enabled our businesses to be more sustainable and save money.

Over the next BID term we will build on this invaluable service by bringing businesses together to reduce their waste costs.

Additional street cleaning

It's what you don't see that has always mattered to us. We have invested in additional street cleaning, pavement washing, graffiti removal and on-the-spot clean-ups of dumped rubbish and spillages.

Over the next BID term we will expand these essential services ensuring that the Angel is clean, tidy and welcoming for all.

Clean Air Projects

A cleaner Angel has never just been about what's on the ground, it's about the air that we breathe too. Working with our partners Islington Council's Greenspace and Cross River Partnership we continue to make the Angel a holistically healthy place.

Over the next BID term we will continue to work with our partners and businesses to supply fuel-free deliveries, secure cycle parking and biodiverse planting to improve air quality at the Angel.



I am really happy to use the free recycling collection service. As a small business it is saving me a lot, more than what I have paid for the BID levy every year.



Sharon Kuek
Owner
Anji Orient Grocery Store



Improving the environment

We have improved the streetscape of the Angel by removing redundant street clutter and cleaning and painting street signs, railings and bollards. We undertake daily audits of the whole area to identify issues and take action to get them fixed.

Over the next BID term we will be working with Islington Council and TfL to keep the roads and pavements at the Angel as safe and welcoming as they can be. The removal or rejuvenation of the dilapidated phone boxes that blight our town centre is an agreed priority.

Collective knowledge and action

We recognise the importance and power of collaboration and collective action. The newly established Angel Sustainability Forum enables businesses to learn from, and work with, each other to ensure the future of the town centre is cleaner and greener.

Over the next BID term we will continue to lead the Sustainability Forum, bringing in external experts and partners to help our businesses operate profitably and sustainably and help them meet their own environmental targets.

More than half of businesses consider it very important that **angel.london leads on projects to create clean air in the Angel.**

Vote Yes in the BID ballot to ensure these cleaner initiatives are continued and realised.

BRIGHTER

We make the Angel a BRIGHTER place by creating a welcome environment and bringing colour and joy to the streets through our events and promotions at the Angel.

Our BRIGHTER priorities are:

Floral installations and planting

We recognise the positive difference a splash of colour and natural beauty makes to the Angel, encouraging shoppers to dwell and enhancing the workplace for employees. We have ensured that the Angel is blooming marvellous through the installation of hundreds of floral displays and planting across the whole area.

Over the next BID term we will maintain our commitment to greening the Angel by introducing more floral railing boxes, more hanging baskets, additional trees and shrubs. We will take every opportunity to bring colour to the streets.



Seasonal lighting displays

angel.london has always invested in the festive lights at the Angel. From hundreds of thousands of pea lights in trees along Islington High Street, Upper Street and Pentonville Road, to illuminations in Camden Passage, Chapel Market and White Lion Street, our displays bring brightness and joy on dark evenings.

Over the next BID term we will continue to invest in new seasonal lighting, using new technologies and trends to bring festive cheer to the Angel throughout the winter period.



Celebrating the Angel

We are the champions of the Angel, shouting loud and proud on all that's wonderful about our town centre. We also like to celebrate the successes of our businesses, helping to amplify their activities and achievements. Each year we bring everyone together to mark the start of the Christmas trading season with our 'Glow in the Angel' event.

Over the next BID term we will continue to develop new events and initiatives to support business in the Angel. We will seek to undertake dedicated promotional campaigns to encourage visitors to the town centre from key target markets.



Employee offers and events

In 2018 we launched our halo card providing over 2000 workers at the Angel with a range of discounts from local businesses. This gave those businesses an opportunity for further promotion. Our scheme supports employers, enhancing the offer of the area to their workers which assists with employee retention.

Over the next BID term we will re-launch and improve our halo scheme. We will secure exclusive local offers and develop dedicated events for Angel employees.

Placemaking and wayfinding signage

We've continued to ensure that visitors to the Angel feel comfortable in exploring the area and can find where they need to go. In the last term we introduced new wayfinding and directional signage across the Angel.

Over the next BID term we will work with our partners to again update the on-street wayfinding boards to include all our new venues.

“

Thank you so much to **angel.london** for investing in the new Christmas lights for White Lion Street this year. Having additional lighting has really brightened up the street and helps encourage people to visit our restaurant.

”

Chris Hatton
General Manager
Bill's Islington



More than three quarters of businesses consider the **co-ordination and delivery of Christmas lights by angel.london** as very important.

Vote **Yes** in the BID ballot to ensure these brighter initiatives are continued and realised.

STRONGER

We make the Angel a STRONGER place by ensuring that the voice of business is heard locally and nationally through lobbying and campaigning. As the elected representative for Angel businesses we campaign on behalf of our members' interests.



Almost 90% of businesses state that it's important that **angel.london promotes the Angel to potential customers.**

Our STRONGER priorities are:

Advocacy and support

As a not for profit organisation, elected and funded by local businesses, we are the advocate for our BID members. We have prided ourselves in supporting our members on a wide range of issues, from planning and licencing applications, to business rates and grant support appeals.

Over the next BID term we will continue to be the advocate for our businesses at the Angel on the issues that affect them. We will provide advice, guidance and strategic support on issues faced by our members, representing them at a borough, city and national level.

Transport and planning legislation

Since 2007 our unique close working relationship with TfL has brought about a radical change to the Angel's streetscape, making it a safer and more business-friendly environment. Our partnership has resulted in a strategic approach to improving the safety of pedestrians at the Angel.

Over the next BID term we shall continue to lead in shaping the transport infrastructure of the Angel, being the voice of local businesses on all proposed changes.

Campaigning and lobbying

From fighting for a reform to Business Rates to ensuring traffic proposals work for traders, we have always been at the forefront of campaigns to support the Angel's business community. We have lobbied and made formal responses on matters that impact our BID levy payers.

Over the next BID term we will continue to be the organisation for the Angel business community, championing the causes that matter to them and providing a strategic direction for positive change in the Angel.

Communication & Marketing

We have always been the conduit of essential information at the Angel, ensuring that our BID members are abreast of matters concerning their business operations. Our newsletters, e-communications and social posts are supported by regular face-to-face and telephone contact.

Over the next BID term we will continue to be the source of accurate and timely information for our BID members. We will develop new channels and mechanisms, including the creation of an Angel Business Marketing Group, bringing together marketers from venues across the Angel to share knowledge, ideas and develop cross-promotional opportunities.

Community support and social responsibility

Over the last 15 years we have become a key part of the Angel community and we are proud that we have brought individuals, groups, organisations, charities and businesses together for the good of the town centre.

Over the next BID term we will continue to act as a lynchpin organisation forging links within, and across, the community to ensure that the whole is greater than the sum of its parts and the Angel is recognised as an inclusive place for business.



“Today I received my COVID grant from Islington Council. Thank you very much for your help to contact and talk to the council for me. It would be more difficult without your help.

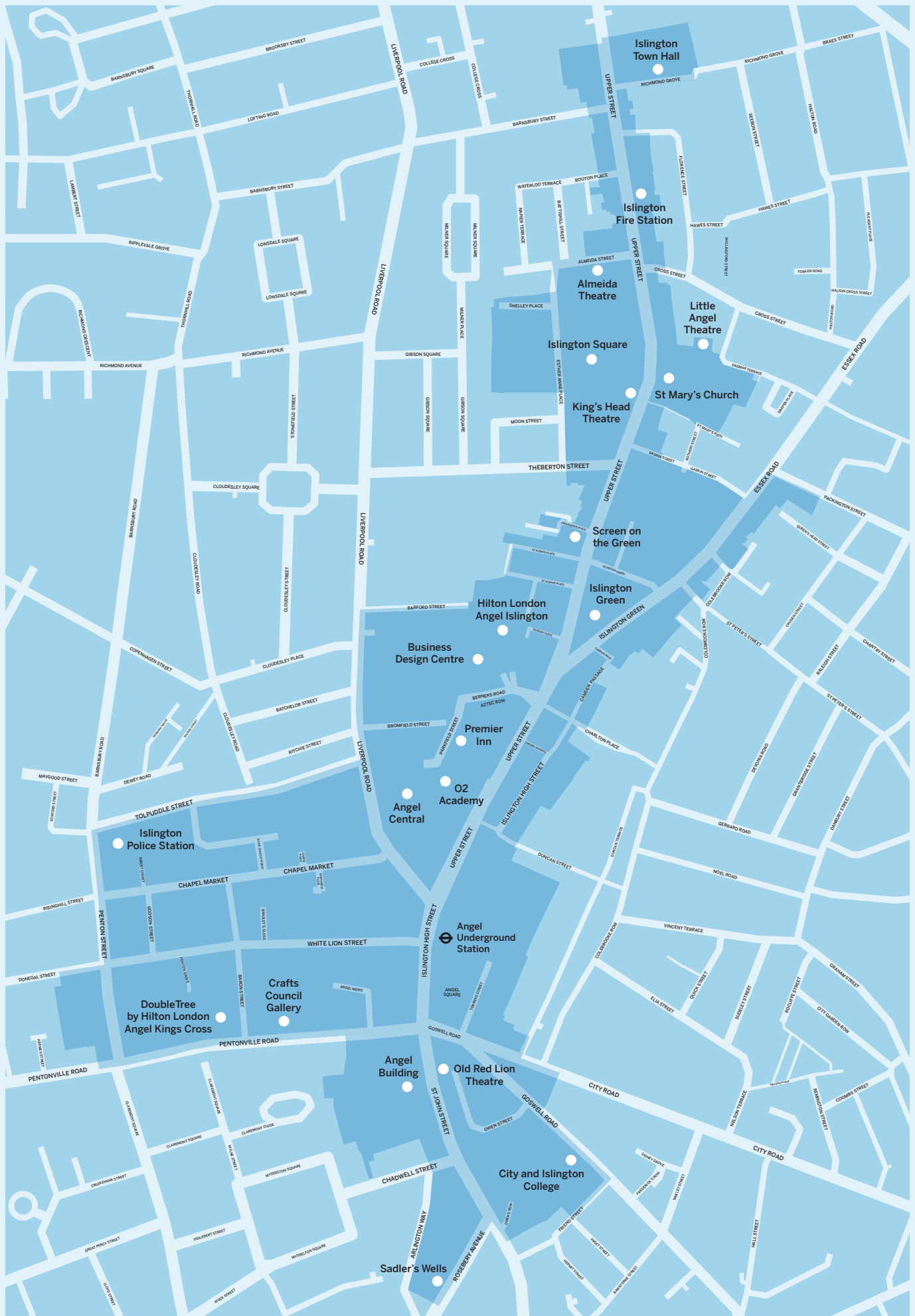
”

Apple Jatikate
Owner
Asiatic Thai Massage
(formerly Kobbkun Thai Therapy)

Vote **Yes** in the BID ballot to ensure these stronger initiatives are continued and realised.



90% of businesses consider the **advocacy and support role angel.london plays** as important or very important.



BID AREA

Our Streets

- Almeida Street
- Angel Mews
- Angel Square
- Arlington Way
- Aztec Row
- Baron Street
- Berners Road
- Bradley Close
- Bromfield Street
- Camden Passage
- Camden Walk
- City Road (nos. 391-399)
- Chadwell Street (nos. 1-4)
- Chapel Market
- Chapel Place
- Charlton Place (nos. 2-10)
- Cross Street (no. 66)
- Essex Road (nos. 2-46)
- Esther Anne Place
- Gaskin Street
- Godson Street
- Goswell Road (nos. 283-363)
- Grant Street
- Islington Green
- Islington High Street
- Liverpool Road (nos. 1-41, 2-6)
- Northwest Place
- Owen's Row
- Owen Street
- Packington Street (nos. 160-162)
- Parkfield Street
- Penton Grove
- Penton Street (nos. 1-15, 18-60)
- Pentonville Road (nos. 2-98)
- Providence Place
- Rosebery Avenue (nos. 179-199)
- Shelley Place
- St Albans Place
- St John Street (nos. 362-428, 377-407)
- Tetbury Place
- Theberton Street (nos. 1-13, 2-18)
- Tolpuddle Street (no. 2)
- Torrens Street
- Upper Street (nos. 1-179 including Business Design Centre, Islington Square 116 & 129 and Islington Town Hall 359)
- White Conduit Street
- White Lion Street

BID Levy Rules

- The Renewal BID term will be for 5 years from 1 April 2022 to 31 March 2027
- The BID levy will be 1% of Rateable Value (RV) using the current Rating List
- The BID levy will be charged on all properties in the BID area which appear in the Rating List with a Rateable Value (RV) of £25,500 or more. Within the Business Design Centre or designated shared workspaces, only businesses with a RV of £50,000 or above will pay the 1% levy contribution
- The BID levy payable for any hereditament shall not exceed £25,000 per annum
- Ratepayers in receipt of mandatory charitable relief from business rates shall receive a 50% discount on the BID levy
- A ratepayer will be liable to pay the BID levy on an unoccupied property without any void period or any empty allowance
- The BID levy will be a daily charge, paid annually in advance
- There will be no VAT charged on the BID levy
- Islington Council is responsible for collecting the levy on behalf of Angel BID Ltd
- Properties that come into the Rating List during the BID term will be subject to the BID levy from the effective date that the property is brought into the Rating List and the RV effective at that time
- Where the RV for a hereditament (rateable business unit) changes and results in a lower BID levy, this comes into effect only from the start of the financial year in which the change is made and no refunds of the BID levy will be made for previous years
- The Angel BID Ltd Board will be able to alter the BID arrangements, without an alteration ballot, so long as any alterations do not:
 - Alter the geographical area of the BID
 - Cause anyone to pay the BID levy who was not liable to pay it before or increase the amount of the BID levy for anyone
 - Conflict with the Local Government Act 2003 or The Business Improvement District Regulations 2004.

A full copy of the BID levy rules can be found on our website
www.angel.london

GOVERNANCE AND TRANSPARENCY

Business Improvement Districts

Business Improvement Districts (BIDs) are business-led, and business funded, not-for-profit organisations set up to improve a defined commercial area. BIDs are statutorily established once voted for by the majority of businesses in an area and are then required to renew their mandate with their business electorate every five years. There are now over 325 BIDs operating in the UK, including more than 65 in Greater London.

The Company

Angel BID Ltd is a not for profit company limited by guarantee. Angel BID Ltd was formed in 2007 to operate the BID and is the BID Proposer putting forward these plans for 2022-2027.

Assuming a successful renewal ballot, the BID will continue and will be operated by Angel BID Ltd under the trading name **angel.london**



The Team

The experienced team at **angel.london** will manage the projects and services in this proposal, with support from specialist advisers as needed. We will also work with other BIDs, Cross River Partnership, TfL, Met Police and other strategic partners to deliver activities and projects.

Christine Lovett

Chief Executive

Tracy Henshaw

BID Manager

Mark Turner

Environment and Safety Manager

John Carmichael

Communications and Marketing Manager

Gerry Morgan

Camilla Jacques

Business Crime Officers

Mark Mbachu

Trevor Woods

Recycling Officers



The Board

The Angel BID Ltd Board broadly reflects the makeup of businesses eligible to pay the BID levy with regard to business sector, size and location. Islington Council and representatives from resident associations have seats on the Board.

The Board meets bi-monthly to direct the business plan, develop and agree policy, provide strategic direction and support, agree annual budgets, monitor performance and apply corporate governance.

Robert Coyle (Chair)

Coleman Coyle

Matthew Crawford

After Noah

Louise Dawson

Bolt Burdon

Richard Flindell

Transport for London

David Gibson

Islington Society

Dominic Jones

Business Design Centre

Cllr Martin Klute

Islington Council

Britannia Morton

Sadler's Wells Trust

Nathan Nagaiah

Economy and Safety Advisory

Nick Segal (Company Secretary)

Frederick's Restaurant

Eric Sorenson

Angel Association

Paul Williams

Savills

BUDGET

	YEAR 1 2022-23	YEAR 2 2023-24	YEAR 3 2024-25	YEAR 4 2025-26	YEAR 5 2026-27
Income (£)					
BID Levy	700,000	700,000	700,000	700,000	700,000
Other Income	45,000	45,000	45,000	45,000	45,000
TOTAL	745,000	745,000	745,000	745,000	745,000

Expenditure (£)					
Safer	178,876	178,876	178,876	178,876	178,876
Cleaner	151,225	151,225	151,225	151,225	151,225
Brighter	149,043	149,043	149,043	149,043	149,043
Stronger	200,372	200,372	200,372	200,372	200,372
Administration	62,130	62,130	62,130	62,130	62,130
Contingency	3,354	3,354	3,354	3,354	3,354
TOTAL	745,000	745,000	745,000	745,000	745,000

Financial Management

- The Angel BID Ltd Board will approve, in advance, an annual budget for the BID for each financial year
- Angel BID Ltd will not be able to operate in deficit or incur liabilities that come into effect after the proposed operational period (i.e., 1 April 2027)
- Angel BID Ltd will produce annual accounts for each financial year. These will be independently audited and available to all BID levy payers and the Local Authority
- The Angel BID Ltd Board will decide how any unspent or additional income should be utilised

Performance Measurement

- Performance will be measured through a comprehensive range of KPI's and milestones
- An annual survey of all members will be conducted to measure member satisfaction and priorities

“

It was great to have a chance to talk about our point of view. You are a star chasing our rights for us.

”

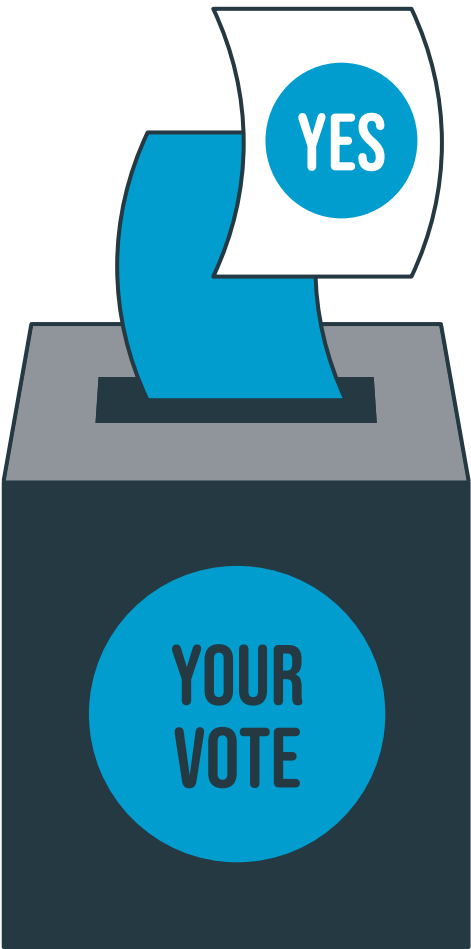
Enis Demirdoven
Operations Manager
La Divina



VOTE

Between Wednesday 22 September and Wednesday 20 October is your chance to vote on this renewal proposal and keep **angel.london** working for you.

Your YES vote will help keep the Angel safer, cleaner, brighter and stronger.



A postal ballot will take place over four weeks. Islington Council will conduct the ballot, as required by the BID Regulations and Government legislation.

The ballot needs to satisfy two tests:

- a majority by number of those voting and
- a majority in rateable value of those voting

All eligible businesses will be entitled to one vote per hereditament (rated business unit). Some businesses occupying more than one hereditament will get more than one vote.

Each BID is required to renew its mandate every five years. At our last ballot, in October 2016, 86% of voters supported the BID which was 93% of the rateable value.

Key dates

22 September

Your ballot paper will be issued.

20 October

You will need to return your ballot paper by 5pm.

21 October

The ballot results will be announced.

1 April 2022

If ballot successful, new BID term commences.

If ballot unsuccessful, all BID services and activities will cease.

angel.london

To discuss this Business Plan in more detail please call 020 7288 4377 to speak to:

Christine Lovett, Chief Executive (christine@angel.london)
angel.london (Angel BID Ltd), 106 Islington High Street, London N1 8EG
[@welovetheangel](http://www.angel.london)

Company Registration Number: 4324632