

# BRIXTON BID

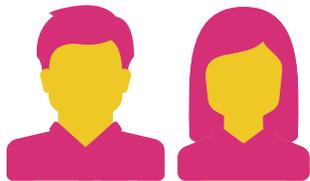
WE'RE TALKING BUSINESS



## IT ALL ADDS UP ...

305,027

People go through  
Brixton Road per week



4,800 HOURS

of additional S-92 policing  
funded by the BID annually



3 annual events for

CHRISTMAS  
LIGHTS

348

BID members  
trained



26

Friday Night  
Security Briefings  
in 2017



4

Air Quality initiatives promoted  
Click & Collect, Low Emission  
Logistics, Parcelly & Zipcar

105

Brixton Design Trail headline  
projects, exhibitions & events

5

Flash  
Crossings  
installed



53

Businesses are partners  
of the Safer Lambeth  
Business Crime  
Reduction Partnership



BRIXTON  
BID WE'RE TALKING BUSINESS

OCTOBER 2018 VOTE YES

#FOR BRIXTON

# Brixton – more in common



**BID  
Managing  
Director  
Michael  
Smith**

Members of the Boston More in Common (BMiC) group from Lincolnshire were in town recently, returning an earlier visit made by Brixton residents and businesses to Boston.

We in Brixton really have more in common with Boston than you would think. Diverse nationalities and cultures abound in both areas.

## FIELD DAY AND FOOTFALL

The Field Day and Mighty Hoopla music events were also in town recently, bringing much needed footfall and additional business to our town centre.

Footfall in the town centre rose 12% (Friday 1 June to Sunday 3 June) compared to the same weekend period in 2017.

We now need to see the boost to the local economy achieved from this increased footfall. Egress and access arrangements looked good. Impressive banks of public toilets opened 24/7 on Windrush Square and along the way to Brockwell Park.

We would all love to know if the disruption created was matched by a worthy income from this activity. The road closures were obvious, the fancy dress added to the atmosphere on the streets. Maybe the organisers of other events in Brixton could learn a thing or two from the exercise. Brixton was left clean after the Field Day and Mighty Hoopla festivities.

## A DIVERSE ECONOMY

Bill Grimsey has also been in town, and his advice on the high street was stark. The former boss of Wickes and Iceland and author of *Sold Out* and *The Grimsey Review* on the state of Britain's high streets, says: "Don't focus the high street on retail only. A diverse economy is more than just retail".

*The Grimsey Review* was short, emphatic and informative. We are expecting to hear more from Bill Grimsey after a first foray into Brixton.

The idea of Business Improvement Districts being Community Interest Districts is interesting, but would require some legislative change. In the meantime, the Brixton BID will continue to work to make Brixton Brighter, Cleaner, Safer for businesses, visitors and residents ...

## WE HAVE ACHIEVED:

- **4,800 hours of additional policing funded by the Brixton BID**
- **80 additional days of cleaning delivered each year**
- **26 Friday night security briefings annually**
- **23 Street Pastor weekend patrols in 2017**
- **3 Annual Christmas lighting events**

## BRIXTON VILLAGE AND MARKET ROW

Businesses are anxiously waiting to see the impact that the new owners of Brixton Village and Market Row will have on local trade.

So far, opening at no extra cost to businesses on the recent Bank Holidays have been good for the Village and Market Row traders.

The removal of traders from the terms of their current contracts, replacing them with "tenancies at will" is, however, not good.

The prospect of introducing free destination toilets to customers of the indoor market is good and will significantly assist our anti-street urination campaigns and the urination problem throughout our town centre.

## NIGHT-TIME ECONOMY REVIEW

We are also waiting with bated breath on the planned review of the night-time economy in Brixton.

The potential of planned good growth in the evening and night-time economy is there for all to see.

Growth in the sector must not adversely affect the fabric of the offer. Get this wrong and we could be facing a new round of conversations about "gentrification" in Brixton. Evening and night-time economy businesses are working tirelessly with residents on night noise and other issues.

We are totally committed to making Brixton safe, both day and night, with our Section 92 police officers.

The local authority must provide licensing clarity and common agreement around such issues as "pre-loading drinking", "vertical drinking" and "safe drinking".

## WINDRUSH 70 AND CLEAN AIR WEEK

Before we know it, the Windrush 70 celebrations will be with us on Friday 22 June at Windrush Square.

Lambeth Clean Air Week also begins on Monday 18 June. Activists will undertake anti-idling action on our high street on Clean Air Day itself – Thursday 21 June.



Brixton BID will organise a clean air activities over three days in the new town hall, Brixton Recreation Centre and in the Brixton Station Road Market:

Tuesday 19 June, Local Sustainability Conference at the town hall, 12,30 to 4.30pm

Wednesday 20 June and Thursday 21 June, Clean Air exhibitions at Brixton Recreation Centre and Brixton Station Road Market.

Our clean air exhibits will be aimed at businesses, schools and local residents.

## BRIXTON STATION ROAD

The plight of businesses on Brixton Station Road continues to be of concern.

A recent mass mailing to owners asking about their willingness to sell their businesses has not helped. Many existing businesses experienced damage to property and stock because of the recent heavy rain. The impact of conditions on these businesses is mounting. Low footfall and an inconsistent market is not helping.

As the date for those businesses returning after the refurbishment of the Network Rail arches draws nearer, another issue is looming with which existing businesses on Brixton Station Road must contend.

The development role of the local authority will be key on Brixton Station Road if its economy is to improve, survive and work for all.

## DIVERSIFICATION

A diverse economy is what will take Brixton forward. Retail and hospitality together – and not only one or the other. The growing number of companies offering private tuition in Brixton town centre is an encouraging diversification trend. To date, we have at least six of these businesses in our town centre forming a growing economy.

Like London, Brixton must be more united than ever to survive.

## EXPLORE LEARNING

### DEVELOPING FEARLESS LEARNERS

Bill Mills launched Explore Learning in 2001. It now supports 35,000 children across Britain.

It aims at being the best complement to a child's education, encouraging children to take on challenges in different ways and to help them develop into fearless learners.

The Explore Learning centre in Brixton opened in 2014 and has since supported more than 1,000 children.

Assistant director James Gill says: "I chose to work in Brixton as it is a huge cultural hub and I feel diversity is something that makes the world a better place. Working with children from a wide variety of backgrounds and supporting them to achieve their best is something that I am extremely passionate about."

Explore Learning offers children from four to 14 the opportunity to attend the centre up to twice a week for one and a half hours.



Each session is designed to develop children's skills and confidence in maths and English by providing tailored and targeted work.

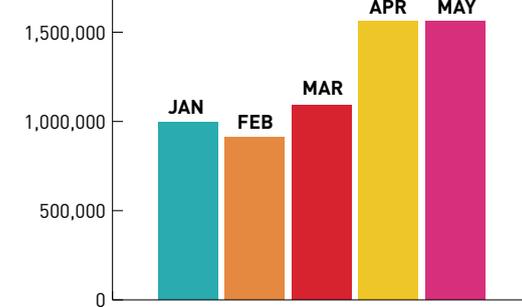
The centre is staffed by a wide tutor base – some of whom have lived in Brixton and the surrounding area for their entire lives and some of whom have lived further afield and moved to Brixton more recently.

One parent at the Brixton centre said: "My son has ADHD (attention deficit hyperactivity disorder) and the centre has been excellent with him. Very friendly staff are so patient with the kids. My son has received the best support here and has developed really well academically. It's the fun learning I have been looking for."

Explore Learning is OFSTED registered as a childcare provider. It is open every day of the week and supports children after school, at weekends and in the school holidays.

**Explore Learning Brixton**  
370 Coldharbour Lane, Brixton, SW9 8PL  
020 3713 9722  
brixton@explorellearning.co.uk

## BRIXTON TOWN CENTRE FOOTFALL 2018



ALL DATA SUPPLIED BY SPRINGBOARD AND FUNDED BY BRIXTON BID

## PRIME TUITION

### A REMARKABLE RECORD OF EXCELLENT RESULTS

Zahoor Ahmed established Prime Tuition in Brixton in 2011. "I met people in local churches, community centres, mosques and in schools to gather information and bring parents to one platform to discuss the educational needs of our children," he says. "Our main aim is to help children to become a part of growing society and to find a place in reputed universities."

Some 173 Prime Tuition students have won 100% scholarships from top private schools including James Allen's Girls' School, Allyn's School, Dulwich College and others. Each year 60 to 70 of Prime students get places in grammar schools.

Prime Tuition teaches science, maths, English, economics, business and languages as well as preparation for 11-plus and 13-plus exams. It also teaches tests for applicants to university medical and dentistry courses.

About 2,000 students are enrolled at the Brixton centre. Aged from five to 18, most are from minority ethnic backgrounds.

Prime students won gold and silver awards in United Kingdom Mathematics Trust tests. Others have taken early GCSE exams in English, maths and science,

scoring top grades.

"We provide extra free lessons to all of our SATS students each year," says Mr Ahmed. "We help parents with free lessons for five to 16-year-old students as almost 90% of our families can't afford to pay for more time for their children. We organise summer school in core subjects for all ages at less than half-price tuition fees."



Prime Tuition is the largest organisation of its kind in South London and has a remarkable record of excellent results. It operates seven days a week throughout the year and has created more than 120 jobs.

Offers for the community include: March to May – Free SATS lessons for Year 2 and Year 6 students; May to July – Extra free lessons from Year 1 to Year 10 students. During the

summer holidays lessons are less than half price for all students; free English and maths books for all enrolled students; and free counselling (scholarships, university applications etc.).

**Prime Tuition, 10-16 Acre House, Acre Lane, SW2 5SG**  
020 3302 1524 | 020 3422 2555  
info@primetuition.co.uk | info@prime-education.org.uk

## MINERVA TUTORS

### FUN, INSPIRING LOW-COST LEARNING AT POP BRIXTON

Minerva Tutors, London's fastest growing private tutoring company, is launching Treehouse, Kids Club – a permanent low-cost group learning space for primary age children – at POP Brixton in July.

After a year of providing free weekly homework classes at POP and free maths tuition at Sudbourne primary, Treehouse wants to provide more educational services to the children and parents of Brixton – with 20% of all classes being free.

It will focus on highly effective courses, with fun and inspiring tutors, at affordable prices in an interactive, engaging environment that aims to revolutionise how after-school tuition is delivered.

Treehouse learning space in Pop Brixton has been designed to create the perfect learning environment, with carefully selected colours, lighting, and furniture.

Tutors complete a rigorous application process and must



undertake Minerva Tutors' development programme in which they are trained to deliver lessons that motivate, boost confidence and

encourage an enjoyment of learning.

Members of Treehouse can sign up their children to a range of weekly classes.

Primary maths and coding pupils use state-of-the-art iPad courses with detailed progress tracking designed to boost understanding and enjoyment of each subject.

Creative writing, art and cooking classes will all be available during the summer.

Sessions run Monday to Friday 10am to 12pm through the summer and 4 to 7pm in term time.

■ For more information email [treehouse@minervatutors.com](mailto:treehouse@minervatutors.com)  
■ [www.minervatutors.co.uk/treehouse](http://www.minervatutors.co.uk/treehouse)

## GROOVESCHOOL

### CLASS MEMBERS TEACH EACH OTHER DJ SKILLS

A DJ taster session for teenage boys at a friend's school gave local DJ Richie Littler, founder of Pop Brixton based Grooveschool, the idea of DJing as an alternative "instrument" in the GCSE music syllabus.

The notion that children would "get" music by listening to, then deconstructing, a track and learn to use the technology that laid down and mixed the sounds – adding more modern and traditional instruments along the way.

"In short, reverse engineer the approach to a standard music education. Instead of being given a musical instrument like a recorder and trying to make a nice sound out of it, bringing the instruments bang up to date and having fun with it straight away" he says.

He began to develop the concept and in 2011 was introduced to the charity Music4Children. As part of the free education programme they offered Richie built Grooveschool.

"We teach you an introduction of how to DJ," says Richie – "How to make some beats or a track, so that you can then incorporate them into your live set. Our peer-led learning methods work in such a way that each class member teaches one other, so that all the students have a teaching role during sessions.

"Everybody has the opportunity to take part in performances and this is where we learn how far individuals have progressed.

"Some have been coming for five or six years, so the idea of the project becoming sustainable and being able to expand is a possibility." Grooveschool projects at the moment include female-only groups, its core weekday evening community project groups, and workshops for people with special educational needs. The latest addition being Eat Beats lunchtime sessions for local professionals.

"We're about to become a charity in our own right and have some very exciting collaborations with other youth groups and education services to look forward to," says Richie. "We do need funding some spaces we try to offer for free, the ethos being whoever wants to do it we will try our best to accommodate."

Grooveschool has a showcase at Pop Brixton on Wednesday 13 June and their own marquee at Lambeth Country Show 21st and 22nd July.

"Please come down, check us out and support what we're doing," says Richie.

"If there is someone you feel would be interested, we'll be starting new cohorts in July and will also run summer courses." says Richie.

"Please get in touch. Hopefully, we can help the DJs of the future, now!"

## OCTOPUS ENERGY IS HELPING OUT WITH CLEAN AIR WEEK

Customer-led British brand Octopus Energy that champions fair pricing, digitally led customer service and renewably sourced energy is working with the BID on the forthcoming Lambeth Clean Air Week.

Launched to the public in April 2016, Octopus Energy is run by a team of technology and energy entrepreneurs and is backed by

Octopus Capital that has invested £2billion in UK renewable generation.

Octopus specialises in using data science to shed light on the complex energy market and to offer an always-available comprehensive view for consumer, media and policy makers.

Octopus has an astonishing 9.7 out of 10 rating on the independent review site Trustpilot from more than

2,000 customer ratings, and is the only energy supplier recommended by Which? for 2018.

Zoisa Walton, director of business solutions at Octopus Energy, says: "We are proud to be working with Brixton BID in support of Clean Air Week.

"Brixton's businesses have a significant leadership role to play on sustainability within the local

community by switching to 100% renewable electricity.

"While, on its own, this may seem like a small action, the collective effect will be significant – and by inspiring their neighbours, customers, and even other BIDs across the UK, Brixton's businesses can help to turbocharge the transition to a clean air future."



**1** Brixton Urban Spaces Manual delivered



**33M**  
People use Brixton Station per year

35 fruit trees planted on the  
**BRIXTON ORCHARD**



**23** Street Pastor weekend patrols in 2017

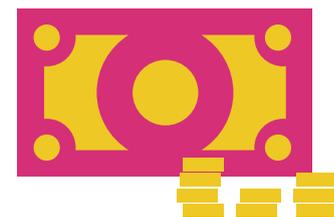
**£84K+**  
Worth of savings identified for business utilities

**2**

Anti-street urination campaigns launched  
Go Before You Go & Splash Back Paint

**65** Cultural Events

Primary Supporters of the  
**BRIXTON DESIGN TRAIL**   
since 2016



**80**

Additional cleaning days delivered per year

**£1.75 MILLION+**  
Invested in the town centre

## FOR SIMPLE AND SIGNIFICANT SAVINGS, USE THE BID'S COST REDUCTION SERVICE

One of the key achievements of the first five-year term of the Brixton BID has been the cost reduction service in partnership with Meercat Associates. This BID-funded service is available FREE to all BID members.

### WHAT IS IT?

The cost reduction service is effectively an independent and confidential audit of how efficiently you are running your business, with special attention to where you can make savings.

The service is designed to take the stress out of finding ways of reducing operating costs, including energy, telecoms, water, merchant fees, insurance, printing and stationery, health and safety compliance, pest control, maintenance, and waste and recycling. Here's how it works:

The business owner or manager contacts the BID, or Meercat Associates directly

- A meeting is arranged with a Meercat Associates representative

- Bills are reviewed, copies taken away to prepare quotes. For handyman, testing or pest control services a booking is made to visit the business at a convenient time
- Quotes are returned with identified savings clearly shown
- Quotes are reviewed and a decision made by the business. Key points here are:

- The information can be used to negotiate with the

current supplier to secure a better rate

- The business can switch to a new supplier, and industry experts are available to answer all questions on the quote
- Meercat Associates manage the new contract, all elements of switching provider (if this option is chosen) and subsequent renewals.

### CASE HISTORIES

In the first five years the scheme has achieved some notable savings for Brixton BID members.

- **£8,500 saving for a Brixton office on energy**
- **£6,800 saving for a Brixton restaurant on merchant fees**
- **£3,600 saving for a Brixton retailer on merchant fees**

- **£2,000 saving for a Brixton restaurant on energy**
- **£1,300 saving for a Brixton events company on mobile phones**



**Meercat**  
ASSOCIATES LIMITED

- **£950 saving for a Brixton office on stationery**
- **£660 saving for a Brixton community centre on landlines**
- **£300 saving for a Brixton office on handyman charges**
- **£300 saving for a Brixton eatery on insurance**
- **£120 saving for a Brixton Restaurant on pest control.**

## TRAINING DATES

Customer care	18 Jun
Hair	18 Jun
Advanced colouring	
Food hygiene Day one*	25 Jun
Food hygiene Day two*	2 Jul
First aid Day one*	16 Jul
First aid Day two*	23 Jul
Make-up masterclass	10 Sep
Health & safety	10 Sep
Food safety (Level 2)	17 Sep
Emergency first aid (Level 2)	24 Sep
Personal licence	1 Oct
Food hygiene Day one*	8 Oct
Food hygiene Day two*	15 Oct
First aid Day one*	22 Oct
First aid Day two*	29 Oct

All training takes place at Lambeth College, Clapham Centre (45 Clapham Common South Side, London, SW4 9BL) and start at 10am with a 5pm finish.

These training sessions are fully-accredited courses, free of charge to BID levy payers and are available strictly on a first-come, first served basis.

Email [admin@brixtonbid.co.uk](mailto:admin@brixtonbid.co.uk) to reserve your space.