BALHAM TOWN CENTRE PARTNERSHIP BOARD

Minutes of the meeting held on Monday 19th March 2012 at 6.30pm
Meeting Room, McDonalds, 159 Balham High Road, SW12 9AU

Present

Board Members

Vicky Stothard	Independent Mind Body and Soul (Chair)	(VS)
Nick Samuel	Samuel Estates (Co Vice Chair)	(NS)
Georgina Ivor	Balham B&B (Co Vice Chair)	(GI)
Rev'd Wilma Roest	Churches together in Balham and Tooting	(Rev WR)
Peter Gray	Waitrose	(PG)
John Rattray	Balham Society	(JR)
PS Steve Miles	Met Police, Balham SNT	(Sgt SM)
Richard Gorringe	Chestnut Grove School, Governor	(RG)
Cllr King	WBC, Balham Ward	(Cllr King)
Hannah White	Jacksons Estate Agents	(HW)
Richard Chumbley	Essential Local	(RC)
Stephen Norris	Southern Railway, Balham Station Manager	(SN)
Mike Smith	McDonalds	(MS)
Jackie Jordan	Coalbrook Mansions Residents Association	(JJ)

Council Officers

Kim Sullivan	Balham Town Centre Manager	(KS)
Nick Smales	Economic Development Officer	(NS)

Visitors

Stephanie Owusu	Boogles Ltd (Minute Taker)	(SO)

Item	**Meeting began: 18:34**	Action
1	**Introductions/apologies/declarations of interest** *Vicky Stothard* Apologies received from Cllr Cooper, Cllr McDermott & Norman Frost (Wandsworth Council); Lisa Hayward (The Flower Sanctuary); and Mark Evans (Locale).	
2	**Notes of previous meeting** Hannah White not listed in minutes of January 16th 2012 but was present at last meeting. KS to amend minutes.	KS
3	**Balham TC Crime Statistics** *Kim Sullivan, Wandsworth Council (report circulated with Board papers)* • Produced by Wandsworth Council's policy unit. • For period April 2011 to September 2011. • The Balham town centre boundary has been amended to be the same as the Balham Partnership's boundary. • There were 244 allegations recorded for Balham town centre, which is consistent with same period as the previous year (247 allegations). • Balham had the lowest number of recorded allegations out of the Wandsworth Borough five town centres: Clapham Junction (468 allegations), Wandsworth (301 allegations), Tooting (342 allegations) and Putney (273 allegations). • The most significant reduction was achieved on violence against the person. Allegations dropped from 34 to 19. • The main problem in the town centre is theft. 150 allegations of thefts were recorded. The figure for thefts remained similar to that found in the previous year. The volume of alleged shopliftings however decreased from 26 to 15. Theft of pedal cycle increased from 20 to 32. Town centre theft remains a Balham SNT ward panel priority. • The Balham town centre hot spots were: junction of Balham High Road, Bedford Hill and Hildreth Street (37 allegations), Sainsbury's (22 allegations), Waitrose (14 allegations), The Exhibit (12 allegations), The Bedford (10	

allegations) and Balham Station (8 allegations).

- Offences were most frequent on weekdays with a peak on Tuesday & Wednesday.
- On weekdays, offences were more frequent in the afternoon with a sharp peak between 2 and 3pm and between 4 and 5pm.
- Offences were also frequent on Saturdays with a peak revealed in the evening between 8 and 11pm.

4 **Police report** *Sgt Steve Miles, Balham SNT (report circulated at meeting)*

	Jan 2012	**Feb 2012**
Crime		
Total offences	63	46
Change on 2011	*+2*	*-17*
Burglary Dwelling	*0*	*3*
Change on 2011	*0*	*+3*
Burglary other building	*6*	*4*
Change on 2011	*+2*	*+1*
Criminal damage total	6	1
Change on 2011	*+1*	*-5*
Drugs total	2	1
Change on 2011	*+2*	*-1*
Fraud & forgery total	2	1
Change on 2011	*+1*	*+1*
Robbery total	5	0
Change on 2011	*+4*	*-1*
Sexual Offences	*0*	*0*
Change on 2011	*0*	*0*
Theft Other	9	11
Change on 2011	*-8*	*-6*
Theft from motor vehicle	4	3
Change on 2011	*+1*	*0*
Theft from shops	8	6
Change on 2011	*-7*	*-7*
Theft/ Taking of Motor Vehicle	*0*	*0*
Change on 2011	*0*	*-1*
Theft of pedal cycles	7	7
Change on 2011	*+5*	*+5*
Theft person	4	3
Change on 2011	*-1*	*-2*
Violence against the person	8	5

Change on 2011	*+1*	*-2*	

Fraud & Forgery: reports of forged bank notes. PS Miles urged businesses to check £20 notes particularly under UV lights.
Theft: credit/ debit cards being stolen from customers in The Bedford & The Exhibit. Cash being withdrawn quickly after thefts.
Alert Boxes: 30 alert boxes due to be installed in Bedford Hill and Hildreth Street. WBC chasing last couple of signatures.
Ritherdon road: VS reported increase in theft and suspicious people.
Homeless people: Wandsworth Council's Crime Prevention Team can alert outreach teams.

5 **Balham Station Improvements update** *Stephen Norris, Southern Railway*

- The £1 million improvement scheme is almost complete.
- The new look station was officially opened on the 9th March by MP's Jane Ellison & Sadiq Khan.
- Still some minor improvement works to complete.
- New customer information system to be installed.
- Balham High Road entrance now open at peak times.
- There has been lots of interest in the new commercial unit.

6 **Balham Outer London Fund** *Kim Sullivan, Wandsworth Council (delivery plan circulated with Board papers)*
Official announcement on January 17th 2012 that the GLA approved all actions put forward in the bid. £1.4 million has been awarded in principle and an additional £500,000 in match funding. Waiting for draft contracts from the GLA. Draft delivery plan has been formally approved by committee. KS is currently working on detailed schedules and the consultant brief.

Cllr King offered congratulations on the fantastic bid. He raised the importance of consulting with residents and the governance around monitoring and reporting progress. KS replied that she will have to submit regular monitoring reports to the GLA, which she would be happy to share with the Balham Partnership.

7 **Town Centre manager's report** *Kim Sullivan, Wandsworth Council (report circulated with Board papers)*
Town Centre Improvements scheme: has come to an end. Will be replaced by Business Loan Scheme in May.
Social media seminar: took place on 12th March. Well attended and very good feedback received.
UK Power Networks: have completed the majority of work in Balham Station Road, there are just a few snagging issues.
Le Petit Bistro: has rebranded as Milk.
Bertie and Boo: are opening a soft play area and café at 205 Balham High Road.
Headmasters: are moving into 21-23 Bedford Hill.
Samuel Estates: opening a second branch at 45 Bedford Hill.
Footfall: January up 10% and February up 7% on last year.
Vacant premises: down on last year.
Platform lengthening: significant work to Bedford Hill railway bridge proposed over Christmas 2012.
Christmas lights: sponsorship opportunities being investigated.
Former M&S and Bon Marche: Planning application approved for one large retail space with 9 flats above.
Travelodge site: due to open June/July this year in time for the Olympics. There will be 90 bedrooms and no retail units.
Pubwatch: Information sharing agreement working well.
London Farmers Market: at Chestnut Grove school is going well. Planning application approved.
Vintage market: held every 2nd Sunday of the month in Balham Bowls Club has received a lot of coverage in the press.
Vintage Diamond jubilee street market & tea party: being organised for Sun 3rd June in Hildreth Street.
Balham Comedy Festival: 5- 8 July in The Bedford.

	Balham Food Festival: KS organising for 15- 29 July. London FolkFestival: 19- 22 July. Ritherdon Road summer street party: date to be confirmed. Balham Fashion Week: being planned for October. YouTube: new balham.com you tube channel set up http://www.youtube.com/balhamdotcom Stapline: Marketing group are looking for a new Balham Partnership strap line. Currently "Building a Better Balham". If there are any ideas on a strap line please email to KS or RC. MS asked if the Olympic torch would be coming to Balham. KS replied that it will not but there will be an event on the Mon 23rd July on Tooting Bec Common.	ALL
	Annual General Meeting	
8	**Election of Chairman and Vice Chairmen** KS said that VS, NS and GI had done a very good job over the years. VS was unanimously re-elected as Balham Partnership Chairman. NS and GI were unanimously re-elected as Balham Partnership Co Vice Chairmen.	
9	**Balham Partnership annual report** *Kim Sullivan, Wandsworth Council (report circulated with Board papers).* **INTRODUCTION** The report reviews the progress of the Balham Partnership and Balham Town Centre Manager in implementing the Balham Town Centre Business Plan during 2011/12 and identifies key priorities for the 2012/13 financial year. **2011/12 PROGRESS** Business Support & Development progress:- • Social media seminar organised for Balham businesses on 12th March in The Bedford. • Day to day support given to existing and potential incoming businesses and various enquiries answered. • Welcome packs distributed to new businesses. • Go Green Plus, Green Business Awards, Town Centre Improvement Scheme and various training initiatives promoted to businesses. • Ritherdon Road Trader's Association (RRTA) supported. • Bi monthly "Town Centre News" business newsletters produced and distributed to businesses. • Available commercial property list regularly updated, sent to potential incoming businesses and uploaded onto www.balham.com and www.wandsworth.gov.uk/balham. Relationships further developed with commercial agents. • Key performance indicators analysed and reported on a monthly basis. Environment, Safety & Accessibility progress:- • Regular walking audits and meetings conducted by the Townscape Sub Group. • £1 million Balham Railway Station improvement scheme implemented (Southern and Network Rail lead partners). • Signage improved outside Balham Station. • Planning application approved for 28 Hildreth Street. • Planning applications reviewed and comments submitted where appropriate. • Christmas Lights installed in the Balham Community Space. • Chestnut Grove yard fire escape scheme completed (WBC DECS lead partner). • Quarterly pubwatch meetings organised (Balham SNT lead partner) and new information sharing scheme launched.	

Marketing & Promotion progress:-

- 2011/12 marketing plan produced and implemented.
- Town centre website balham.com regular updated. Annual maintenance and hosting funded via business advertising. New flyers and balham.com guide for businesses produced.
- Monthly Balham.com e-newsletter sent to balham.com members.
- Balham.com Twitter and Facebook accounts maintained.
- New Balham.com You Tube accounts set up.
- New Balham TCM and Balham Partnership twitter accounts set up.
- Very successful first Balham Food Festival organised.
- Successful first FolkFest supported.
- Various speciality markets supported.
- Vibrant and very well attended Balham Festive Evening held in the Balham Community Space.
- Two Ritherdon Road Street Party's supported.
- Local press coverage secured.

Partnership Development progress:-

- New members recruited including Lisa Hayward (The Flower Sancutary) and Bridget Palmer and David Gorringe (Chestnut Grove School).
- Board, chairs' and sub groups meetings organised and recorded.
- £8,300 private sponsorship generated.
- Successful £1.4 million Outer London Fund bid plus £500,000 match funding secured.

2012/13 PRIORITIES

Business Support & Development priorities:-

- Set up new traders association in Hildreth Street.
- Promote new loan and grant scheme and Go Green UK to businesses.
- Install new footfall cameras, conduct questionnaires for OLF and continue to monitor key performance indicators.
- Continue to support the Ritherdon Road traders association.
- Continue to produce a bi-monthly newsletter for businesses.
- Continue to provide day to day business support.
- Continue to update the available commercial property list on a regular basis.

Environment, Safety & Accessibility priorities:-

- Work with Wandsworth Council and TFL to improve wayfinding in Balham Town Centre.
- Work with appointed consultant and Wandsworth Council to develop options for ugly wall, Community Space, Balham High Road Bridge, Hildreth Street and Post Office forecourt.
- Support Wandsworth Council and the Balham Safer Neighbourhood Team in implementing an Alert Box scheme.
- Continue to organise regular townscape meetings and walkabouts
- Continue to monitor planning applications and submit comments where appropriate.

Marketing & Promotion priorities:-

- Organise a Balham Jubilee celebration in Hildreth Street.
- Organise the Balham Food Festival in July 2012 and secure private sector sponsorship.
- Support London FolkFest, Balham Comedy Festival, Wandsworth Arts

	Festival and Wandsworth Open House. • Organise a Balham Carol Singing/ Xmas Light event in Nov/ Dec 2012. • Update Balham Town Centre Map and appoint consultant to create new online and mobile maps and secure advertising. • Run a poster campaign at Balham Tube Station. • Support groups of businesses wishing to organise events, such as the Ritherdon Road Trader's Association. • Continue to produce a monthly balham.com e-newsletter. • Continue to update the balham.com website, blog, facebook, twitter and you tube pages. • Continue to build relationships with local and national press. • Continue to organise regular marketing group meetings. <u>Partnership Development priorities:-</u> • Review Balham Partnership strapline. • Continue to endeavour to raise the profile of the Balham Partnership amongst Balham's business community. • Continue to organise Board, chairs' and sub group meetings. • Recruit new members where appropriate. Cllr King congratulated the board on a very good year and amazing progress that had been made.	
10	**Balham Partnership Sub groups** *Kim Sullivan, Wandsworth Council* <u>Townscape group members agreed as:-</u> • Rev'd Wilma Roest, Churches Together in Balham and Upper Tooting (Chair) • Jackie Jordan, Coalbrook Mansions Residents Association • John Rattray, The Balham Society • Cllr Sarah McDermott, Wandsworth Council (Nightingale Ward) • Georgina Ivor, Balham B&B • Peter Gray/ Steve Baller, Waitrose <u>Townscape group 2012/13 priorities agreed as:-</u> • Work with Wandsworth Council and TFL to install Legible London in Balham Town Centre. • Work with appointed consulant and Wandsworth Council to develop options for ugly wall, community space, Balham High Road bridge, Hildreth Street and post office forecourt. • Hold summer and winter townscape walkabouts. <u>Marketing group members agreed as:-</u> • Richard Chumbley, Essential Local Marketing (chair) • Vicky Stothard, independent mindbodysoul • Mark Evans, Locale • Jon Kemp, JK Design • Nick Samuel, Samuel Estates • Lisa Hayward, The Flower Sanctuary <u>Marketing group 2012/13 priorities agreed as:-</u> • Review Balham Partnership strapline. • Support Balham TCM with organising Balham Jubilee celebration in Hildreth Street. • Support Balham TCM with organising the Balham Food Festival. • Support London FolkFest, Balham Comedy Festival, Wandsworth Arts	

	Festival and Wandsworth Open House. • Support Balham TCM with organising a Balham Carol Singing/ Xmas Light event in Nov/ Dec 2012. • Support Balham TCM with updating Balham Town Centre Map and appointing a consultant to create new online and mobile maps. • Support Balham TCM with running a poster campaign at Balham Tube Station.	
11	**Any other business** The Board thanked MS for providing the venue and refreshments. Rev'd WR circulated a booklet on St Mary's Chancel restoration project.	
	Upcoming meetings: 21 May 2012 16 July 2012 17 September 2012 19 November 2012	
	Meeting ended: 19:37	