

VAUXHALL ONE 2013-14

A Report to the AGM



Vauxhall One is the Business Improvement District (BID) for Vauxhall. It began its work on 1st April 2012 following a successful BID ballot, which saw 82.8% of the 200 or so eligible businesses vote in favour – 91.1% by aggregate rateable value. It quickly set about delivering on the eight pledges laid out in its BID Proposal – ‘Making a Better Vauxhall’.

VAUXHALL SAFE

Most conspicuously, the patrolling street warden service was in operation by early May, concentrating on the times and areas that need most cover, and liaising directly with local venues and workplaces. The BID now has a supervisor and five street wardens, who patrol in pairs. They cover mornings and evenings during the week, with the addition of an overnight service on Fridays and Saturdays.

In partnership with Vauxhall’s licensees, and the Police, Vauxhall One now operates and chairs the local Licensing Partnership. This thriving group brings together representatives of the area’s clubs, pubs and bars, particularly those opening late at night.

By September the BID had procured its free waste recycling service, the savings from which are – in many cases – equivalent or in excess of the BID levy. More than 100 of the 200 member businesses now avail themselves of this service.

At the beginning of 2013, Vauxhall One recruited its technician, Javier Flores. A longstanding local resident, Javier monitors the condition of the public realm in the area to ensure that the BID’s services are targeted correctly. He is also available to member businesses for small DIY and other jobs.

Vauxhall One has recently begun piloting a cleaning service for the areas. Litter pickers work alongside existing Council operatives for a limited period on Sunday and Monday mornings. On Monday mornings the BID has also had the use of those participating in the Community Payback scheme. Finally jetwashing will soon take place at selected locations around the transport interchange.

VAUXHALL CHANGE

This programme made rapid impact with the installation of the new light sculpture – designed by BASE Associates – in the rail arch on New Spring Gardens Walk. Between now and 2017 Vauxhall One will regenerate all 12 of the area’s walk-through arches.

50 hanging baskets were installed on roads in the BID area controlled by Lambeth Council, and some new planting was installed in Vauxhall Pleasure Gardens. Hanging baskets will soon be installed on TfL-controlled roads around the transport interchange.

In 2013 major press coverage was achieved for Vauxhall One’s attempt to bring a strategic approach to the improvement of the area’s places and spaces –

In Pictures

- 1 Councillor Lib Peck at the Employ SE1 Lambeth Launch
- 2 Warden
- 3 Kate Hoey MP presents Vauxhall One Christmas gifts at Thames Reach Bondway
- 4 Doreen Lawrence judging the Missing Link Competition
- 5 Lighting installation at New Spring Garden rail arch
- 6 Vauxhall Village branded deck chairs
- 7 Summer Screens
- 8 Christmas Tree
- 9 Big Issue founder John Bird at the Vauxhall Together launch event
- 10 Our Technician
- 11 Missing Link Exhibition at the Garden Museum
- 12 Christmas Party at the RVT

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'Vauxhall: the Missing Link'. This RIBA competition attracted more than 100 entries from more than 20 countries. The winners of the competition - Erect Architecture and J & L Gibbons - are now preparing a design framework for the BID area.

Funding has been secured from the GLA for a possible pocket park on Albert Embankment and a green wall to be built on the Royal Vauxhall Tavern.

Under its Change theme, Vauxhall One is also developing a new Travel Planning service, with funding from TfL. Among other initiatives, Dr Bike maintenance sessions take place every month at selected workplaces and on Vauxhall Pleasure Gardens.

Vauxhall Change also delivered the first Christmas tree in the area in living memory - outside the Royal Vauxhall Tavern.

VAUXHALL DAY & NIGHT

In the autumn of 2013, Vauxhall One implemented the 'Vauxhall Village' brand, kindly given over to the BID by Eagle London. This new branding will be used on all Vauxhall One's outward-facing communications to visitors from London, the UK and overseas. The first piece of collateral produced was the 'Perk Card', now in the hands of 3,500 employees, residents and visitors. It gives discounts and offers in more than 40 local businesses.

In the summer of 2013, Vauxhall One organised two 'Summer Screen' events - open air film screenings on Vauxhall Pleasure Gardens. Despite inclement weather, the first was attended by around 130 people and the second by more than 500. The BID also supported other events on the Pleasure Gardens - April's St George's Day Festival and the Pride Picnic in June. Both attracted considerable numbers of new visitors.

In between these major events the BID runs a thriving programme of monthly employee walks, pub quizzes and business breakfasts, the latter offering bite-sized training opportunities.

VAUXHALL TOGETHER

Vauxhall One's CSR programme has spent a successful year building relationships with local community and voluntary groups, and with the area's many schools. It can now help Vauxhall One member businesses to deliver on their CSR objectives - whether for team challenges, individual employee volunteering or longer-term relationships.

The BID has a particularly strong relationship with Lambeth College, and is looking to deliver various initiatives with the college over the next year.

Vauxhall One is now part of the area-wide EmploySE1 initiative, which identifies local job opportunities for local people. This highly successful initiative has now filled more than 100 posts.

Finally the Vauxhall Together group organised a successful Christmas appeal for residents of Graham House.

In Numbers	
5	Patrolling street wardens
1	warden supervisor
100+	businesses using free recycle service
1	Technician
1	Rail arch lighting installed
1	Major international competition The Missing Link
50	Hanging baskets
1st	Christmas Tree for Vauxhall
3,500	Perk Cards
40+	Perk Offers
600+	Summer Screens attendees
2	Major Vauxhall Together Events
Monthly	Dr Bike
Regular	Employee Social, Walks and Talks



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