

ROMFORD BID

Working Together



WELCOME BACK AND HAPPY NEW YEAR!

As we step into 2025, I want to take a moment to reflect on the fantastic year we had in 2024. We helped bring the Christmas magic to the town with our diverse event activity and stunning decorations, which helped transform our town into a winter wonderland. Our giant reindeer was an incredible hit with the public and became a huge talking point, so we're very keen to bring him back this Christmas too. We're also proud to be shortlisted for the Outstanding Security Partnership award at the 2025 UK Outstanding Security Performance Awards - a true testament to the hard work and collaboration of all involved in keeping Romford a safe and welcoming place for visitors. This is an achievement we can all be proud of!

As we look to 2025, we're excited for the upcoming town-wide events that will bring our community together in new and meaningful ways. Please don't hesitate to reach out to be involved in these events - your participation and feedback are vital to the success of our events.

It was also great to see so many of you at our AGM in November. If you missed it, I'm always happy to pop in to meet you and discuss your priorities or concerns. Just let me know a convenient time to visit.

Finally, here's to a successful and exciting 2025! Together, let's make this year even brighter, safer, and more prosperous.

Julie Frost, BID Director





Award Wins

We're proud to share that The Romford Town Centre Management Partnership, led by Romford BID and supported by key partners including Romford Town Centre Police, My Local Bobby, Romford Town Centre Security, and Havering Enforcement, has been selected as a finalist in the 2025 UK Outstanding Security Performance Awards. We've been shortlisted in the Outstanding Security Partnership category, alongside 12 other exceptional partnerships from across the UK.

Safety and Security

We continue our objective of improving safety and security in the town.

Our town wardens, known as Bobbies, work with the BID and local businesses to tackle issues such as anti-social behaviour and shoplifting, and offer help to residents and shoppers. They remain a vigilant and proactive presence in the Romford BID area, effectively addressing and preventing theft and related crimes. The team respond promptly to incidents reported by retailers, working closely with store security and management to ensure swift resolutions. The proactive patrolling of identified high-risk areas, as highlighted by retailers and the BID, has proven successful in deterring criminal activities and ensuring a safer environment for businesses and customers alike.



Free advice and support to all Romford Businesses

Romford BID has commissioned Place Support Partnership to help you save money on your business costs. This includes savings on new contracts, advice on navigating the cost-of-doing-business crisis, and how to achieve the best value on essential services like gas, water, insurance, electricity, telecoms and merchant fees.

To start saving call 03330 156 289 or email susana@placesupportpartnership.com



2025 Events so Far

Our Chinese New Year event, which welcomed the Year of the Wood Snake, was nothing short of spectacular, bringing the entire community together for an unforgettable day of celebration. Chinese lion performers thrilled the crowds, while stunning giant pandas made a surprise appearance, delighting visitors of all ages. The God of Wealth entertainers spread good fortune, and the magic shows captivated both children and adults. The atmosphere was electric with live music and powerful drumming performances adding an authentic touch to the celebration.

Families had a blast with engaging activities, including calligraphy and origami classes, while local artists worked their magic face painting children with incredible designs. Food lovers were in for a treat too with Wokabout offering delicious free samples in the market. Inside Romford Shopping Hall, the team at Pearl of the Orient delighted visitors with free fortune cookies and Kiddiewinks handed out lucky red envelopes to add even more festive cheer. It was truly an amazing day, filled with joy, culture, and community spirit.



What's Coming Up

Dinosaur Town Trail, Friday 28th March to Tuesday 22nd April

Dinosaurs are set to takeover Romford this Easter! An exciting trail featuring 18 stunning brick-built dinosaurs will be located across the town, offering families a fun and interactive adventure to discover them all. Plus, there will be lots of other free Dino themed activities taking place in the town over the Easter holidays.

Food Festival, 25th and 26th May

Following the success of last year's Food Festival, the BID will be bringing the event back to the town for a second year – only bigger and better! There will be street food stalls, live music, tastings, workshops, competitions, iconic character appearances, family entertainment and more. Our fantastic Dog Show is also making a return, and we're sure families will be excited to join in the fun with their furry friends!

If you know any farm shops or unusual food suppliers that would be interested in taking part in our Food Festival, please email Kamila@romfordbid.co.uk

Pride event 2025, 7th June

We're excited to be involved in Romford's Pride Event this year. Expect iconic tribute acts and exceptional live entertainment! More details to follow.

Litter Picking, Saturday 14th June

We're happy to announce that we will be hosting a litter picking event in Romford Town centre on Saturday 14th June as part of The Great Big Green Week.

Bike Event, September

We're pleased to announce the return of the Bike Festival, a celebration of all things cycling! The event will feature thrilling stunts and entertainment, along with a variety of stalls, repair shops, and much more.

FINANCIAL REPORT

It has been a privilege to serve as Finance Director for Romford BID over the last 7 years or so.

The activities we have been involved in over the 12 months are described elsewhere in this report. The purpose of this element is to summarise the financial performance of the BID over this last 12 months.

In this second 5 year phase we agreed as part of the consultation process ahead of the ballot that we would plan to increase the levy charges in line with CPI inflation. The Grant Income shown in the accounts over the last few years shows the spending on Romford Market which we given £180,000 of grant funding for and so has not come from the Levy. Any remaining monies not spent this current 2024-25 year will be used in the coming 2025-26 year.

The direct expenditure figures of just over £500,000 p.a. include the expenditure of those

monies and we have recognised the grant income to match the expenditure incurred and are also net of the expected income contributions from some of the events we will be running.

We continue to monitor overheads which includes the costs of our wonderful team members and you will note that for the last few years we have made a deficit, and that is because of the surpluses built up during the COVID years when our activities were limited. So as we set out in our business plan for the current 5 year term there is a deliberate policy by the Board to deliver a return to Levy Payers through responsible expenditure which impacts the BID district in a positive way and we know that we will be making modest deficits during these years.

To conclude I set out below a brief summary of our financial position and the budget for 2023-24 agreed by the Board, and an estimate of what I would expect the 2025-26 budget to look like.

	2025-26 (Estimated)	2024-25 (Budgeted) £	2023-24 (Actual) £	2022-23 (Actual)£
Levy Income	535,230	520,300	477,538	518,989
Grant Income	7,770	12,800	89,984	69,446
	543,000	532,800	567,522	588,435
Direct Expenditure	(480,000)	(478,800)	(599,628)	(506,513)
Overheads	(135,000)	(135,000)	(136,759)	(148,927)
(Deficit)/Surplus for year	(72,000)	(81,000)	(168,865)	(67,005)
Reserves Bought Forward	316,140	397,140	566,005	633,010
Reserves Carried Forward	244,140	£316,140	<u>397,140</u>	<u>566,005</u>

David Belbin
Finance Director

Social Media Support

Sophie from AL Marketing visits the town every month to collect content for social media, so if you have any burning questions or would like imagery taken in your store/restaurant/café/leisure destination, do email her and she will ensure she visits on her next visit. Her email address is **sophie@almarketing.com**



Meet the BID Director – Julie Frost

Julie would love to meet you to talk through anything detailed in this newsletter and to answer any additional questions you have. Simply email julie@romfordbid.co.uk to organise a session.